

Karen Argolo

Learning & Development | Training | Customer Experience | Adult Learning

Email: karenmargolos@gmail.com | Phone: (+351) 937 151 802

Location: Braga, Portugal

Professional Summary

Results-driven **Training & Development Specialist** with extensive experience in **customer experience (CX) training, instructional design, and performance optimization**. Adept at analyzing **customer satisfaction (CSAT) trends, first-contact resolution (FCR), and productivity metrics** to develop targeted training programs that drive measurable improvements. Skilled in **developing, localizing, and delivering training** for diverse markets, with a strong understanding of **adult learning principles** and **data-driven decision-making**. Passionate about fostering engagement and ensuring training aligns with **business growth and customer advocacy goals**.

Professional Experience

Training Specialist

Farfetch | 2021 – Present

- Designed and implemented **training programs focused on improving CSAT, FCR, and productivity**, analyzing customer feedback and agent performance to identify areas for growth.
- Led **onboarding and continuous training** initiatives, ensuring alignment with global customer experience goals.
- Developed **localized and adaptable training content** to support market-specific needs within **EMEA regions**.
- Partnered with CX teams to analyze **advocate interactions** (AHT, CSAT, verbatim analysis) and refine training materials to enhance customer interactions.
- Facilitated **virtual and in-person training** for new hires and tenured agents, ensuring consistent learning experiences across multiple delivery methods.
- Utilized **learning analytics and KPI tracking** to assess training effectiveness, implementing improvements based on data insights.

Customer Service Agent & Trainer

ManpowerGroup Solutions | 2019 – 2021

- Delivered **targeted training programs** to address performance gaps and enhance service quality.
 - Created structured **nesting programs** to accelerate new hire ramp-up time and improve first-contact resolution.
 - Designed e-learning modules and **interactive training materials** for remote and on-site teams.
 - Conducted post-training evaluations, using feedback to **optimize learning experiences**.
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Education

- **MSc in Crime, Difference, and Inequality** | Minho University | 2023
 - **Bachelor's in Law** | Catholic University of Salvador | 2016
 - **Course in Graphic Design and Video Editing** | SAGA - School of Graphic Design | 2013
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Skills & Expertise

- **Training Development & Delivery** (Virtual & In-Person)
 - **Customer Experience (CX) Training** & Service Quality Improvement
 - **Employee Onboarding & Mentorship**
 - **Data-Driven Training Optimization** (CSAT, FCR, AHT Analysis)
 - **Performance Monitoring & Feedback**
 - **Localization & Cultural Adaptation of Training**
 - **Process Improvement & Team Collaboration**
 - **Facilitation, Public Speaking, & Presentation**
 - **E-Learning Development & Instructional Design**
 - **Tools:** Salesforce, Workday, Atlassian, Articulate, EasyGenerator, Adobe Suite, Microsoft Office
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Certifications

- **Train the Trainer** (Udemy)
 - **Learning & Development Certificate** (Udemy)
 - **Process Improvement** (Udemy)
 - **Employee Onboarding & Engagement** (Udemy)
 - **Conflict Resolution & Coaching** (Udemy)
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Languages

- **Portuguese** (Native)
 - **English** (Fluent)
 - **Italian** (Basic)
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Additional Information

- Experience in **developing and facilitating global training programs** across EMEA.
- Strong ability to **pivot training strategies** based on real-time customer feedback and service challenges.
- Open to **domestic and international travel** to support training initiatives.