

SANTIAGO MARTÍNEZ FERREYRA

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Senior Customer Support Engineer | Crypto & Finance Specialist

PROFESSIONAL SUMMARY

Crypto & DeFi Customer Support Engineer with 7+ years of experience in high-impact environments like Coinbase.com, Badger.com and Balancer.fi, specializing in decentralized finance (DeFi), blockchain technology, and technical support operations. I bring deep expertise in smart contract architecture, on-chain analytics, trading and security, paired with a strong background in customer support and incident management. Dedicated to delivering seamless user experiences, I excel in resolving complex technical issues, streamlining support operations, and building trust through clear communication and efficient problem-solving.

AREAS OF EXPERTISE

- Customer Service Operations
- Technical Troubleshooting
- Incident Management
- Knowledge Base Management
- Smart Contracts & Solidity
- Blockchain & Web3
- Crypto Wallets & Transactions
- Liquidity & Order Execution
- Process Optimization
- Performance Metrics
- Support & Tools Automation
- Team Management

CAREER HIGHLIGHTS

Customer Service Excellence: Throughout my entire career, I have proudly delivered top-tier crypto support by rapidly solving complex technical issues, ensuring a seamless user experience, and driving brand loyalty.

Team Building & Leadership: With 3.5 years of leadership experience, I successfully built and scaled a global support team from scratch, establishing workflows and KPIs that enabled 24/7 support coverage, ensuring seamless operations and improved customer experience.

Documentation & Knowledge Management: Built comprehensive knowledge bases from scratch, managed existing ones, and created detailed user guides, FAQs, and internal documentation.

WORK EXPERIENCE

Senior Customer Support Engineer, Balancer.fi, Remote | Jul 2024 - Present

Recruited by Balancer, a \$700M+ TVL AMM platform, as a Senior Customer Support Engineer, I provide high-level technical assistance to users, liquidity providers, and developers, ensuring seamless interactions with Balancer's DeFi infrastructure. My focus is on troubleshooting smart contracts, optimizing support workflows, and driving customer success.

- Resolved over 2000+ complex technical issues related to Balancer's liquidity pools, smart contract interactions, and on-chain transactions, ensuring smoother user experience and greater confidence in the platform.
- Collaborated with cross-functional teams to identify and document over 100 bugs, resulting in a streamlined product development process that improved user satisfaction.
- Implemented advanced chat automation tools that increased support efficiency, helped users with self-service resources and boosted community engagement on platforms like Discord and Telegram.

Head of Customer Support, Badger.com, Remote | Mar 2021 - Jul 2024

As the Head of Customer Support at BadgerDAO, I built and led a high-performing global support team, ensuring seamless user experiences as the platform scaled to over \$1B in TVL. I spearheaded initiatives to optimize support workflows, improve response times, and scale community-driven customer success in a rapidly growing DeFi ecosystem.

- Led and scaled a globally distributed support team, achieving a 98%+ user satisfaction rate through proactive engagement and issue resolution.
- Reduced ticket resolution time by 40% through automation, improved knowledge base resources, and streamlined triage processes.
- Developed and launched the BadgerDAO Help Center, reducing inbound support requests by 30% and empowering users with self-service solutions.
- Managed high-priority escalations, working closely with engineering and product teams to troubleshoot smart contract and vault-related issues.

Customer Support Specialist, Badger.com, Remote | Dec 2020 - Mar 2021

Joined BadgerDAO during its early growth phase, providing hands-on support for DeFi users and ensuring a seamless experience across staking, vaults, and governance processes.

- Resolved 100+ support tickets per week, troubleshooting staking, vaults, and bridging issues across multiple chains, maintaining an average response time under 30 seconds.
- Investigated recurring user issues and provided detailed reports to engineering, contributing to faster resolution of technical bugs and product improvements.
- Optimized support documentation, simplifying DeFi concepts for users and leading to a significant decrease in repetitive inquiries.

Customer Support Agent, Coinbase.com, Remote | Jul 2019 - Dec 2020

As a Customer Support Agent at the Coinbase, one of the world's leading cryptocurrency exchanges, I played a key role in resolving complex customer issues, managing high-priority VIP inquiries, and enhancing fraud prevention measures to ensure a secure and seamless user experience.

- Resolved complex customer issues related to trading, wallet functionality, KYC/AML checks, and account security, ensuring swift resolution for both standard and VIP cases.
- Earned recognition for a 95%+ QA rating, driving user satisfaction and retention.
- Partnered with compliance teams to proactively detect and mitigate fraud attempts, strengthening platform security and trust.

EDUCATION

Bachelor of Finance

Argentine University of Enterprise

LANGUAGES

English

C2 Proficiency Certified

Bachelor of Finance

Native Language