

Marchilino Gerges

Customer experience professional.

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PROFILE

Customer experience professional with a psychology background and 4+ years of front-line service across fitness, hospitality, retail, and events. Two years working with startups on customer journey mapping, onboarding design, and retention strategy — always through the lens of the customer. I understand what drives churn, where friction lives, and how to fix it.

EXPERIENCE

Gelato Messina

Oct 2025 — Present

EVENTS STAFF

- Delivered high-quality service at high-volume events, managing customer flow and queues under pressure
- Adapted across varied event formats and team configurations to maintain consistent brand experience
- Built direct working relationship with Gina Cicchini, National Event Ops Manager

UX / Design Work

May 2024 — Mar 2026

CUSTOMER EXPERIENCE CONSULTANT

- **Spread** — Redesigned customer onboarding, cut qualification from 25 to 10 steps, built archetype-based recommendation engine; retained post-engagement to oversee build with CTO
- **Men in Motion** — Identified friction points, rebuilt trust hierarchy, applied pricing psychology; post-launch: 4 new sign-ups, 75% client retention beyond typical average
- **Deep Defense Solutions** — Mapped end-to-end incident lifecycle, designed human review gates at escalation points, defined ticket validity criteria for B2B SaaS platform (NDA)

Plus Fitness, Rockdale

Jan 2023 — Feb 2024

MEMBERSHIP CONSULTANT

- Managed full member lifecycle end-to-end — onboarding, payments, cancellations, and upselling using The Hub CRM
- Primary escalation contact for complaints; resolved issues calmly while protecting retention and revenue

TEAM MEMBER

- Resolved customer queries in high-traffic environment; built a reputation for approachability and follow-through

Woolworths, Hurstville

Oct 2022 — Jun 2023

NIGHTFILL TEAM MEMBER

- Managed overnight stock flow; often sole customer-facing contact on shift, handling queries and issues independently

Oporto, Bexley

Dec 2021 — Oct 2022

FRONT OF HOUSE

- Processed 200+ transactions per shift with 98% cash accuracy and 90% customer satisfaction rate
- Operated POS systems and supported end-of-day reconciliation for accurate billing

SKILLS

CUSTOMER SERVICE

COMPLAINT HANDLING DE-ESCALATION

CRM: THE HUB MEMBER ONBOARDING

UPSELLING RETENTION

PRODUCT THINKING

JOURNEY MAPPING FRICTION ID

ONBOARDING DESIGN RETENTION STRATEGY

TOOLS

FIGMA HUBSPOT CANVA POS SYSTEMS

AI WORKFLOWS

EDUCATION

Google UX Design Certificate

Google Courses, Online
May 2024 — Sep 2024

UX/UI Design Bootcamp

Monash University Bootcamps, Online
Nov 2023 — May 2024

Bachelor of Social Work *(incomplete)*

Australian Catholic University, Strathfield

REFERENCES

Gina Cicchini

National Event Ops Manager, Gelato Messina
Available upon request

Bishoy Eskander

Franchisee, Plus Fitness Rockdale
Available upon request

Angela Metri

Founder, Spread
Available upon request