

# CARLA REYES POSTIGO

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## EDUCATION AND PROFESSIONAL TRAINING

**March 2019**

**INCAE Programa de Alta Gerencia**

Alajuela – Costa Rica

**January 1998 to December 1999**

**Master's in Business Administration (MBA)**

Universidad Catolica Boliviana – Harvard Institute for International Development

La Paz – Bolivia

**January 1998 to April 1998**

**Certification as a Semi-Senior Consultant in Strategic Marketing**

Universidad Santo Tomas Dr. Felipe Hartmann

La Paz – Bolivia

**April 1997 to December 1997**

**Postgraduate Degree in Strategic Marketing**

Universidad Santo Tomas Lic. Carlos Alberto Galeas

La Paz – Bolivia

**January 1987 to August 1994**

**Bachelor's Degree in Marketing and Corporate Communication, with a specialization in Business**

Saint Edward's University

Austin, Texas

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## PROFESSIONAL EXPERIENCE

**January 2025 to Present**

**UPB**

National Public Relations & Events Manager

**January 2013 to December 2024**

**UPB**

National Manager of Institutional Marketing

**May 2007 to December 2012**

**UPB**

Advisor for Institutional Marketing (La Paz)

Head of the Marketing & Logistics Program

Head of the Corporate Communication Program

Lecturer in Sales and Marketing Management

Lecturer in Corporate Communication

Lecturer in Media Planning and Management

Lecturer in Advertising Campaign Management

Lecturer in Merchandising

Lecturer in Tourism Marketing

Lecturer in Promotion and Advertising Management

**May 2001 to February 2007**

**América Textil S.A. (AMETEX S.A.)**

Commercial and Marketing Manager for Bat't Stores and Polar Blankets

Manager of Exports to Latin America and Canada

**December 1999 to February 2001**

**Master's Program for Development**

(Universidad Católica Boliviana)

Marketing & Institutional Image Manager

Recruitment Director

**October 1994 to November 1999**

**La Papelera S.A.**

Corporate Marketing & Corporate Communication Manager

Corporate Commercial Manager

Deputy Commercial Manager, Consumer Goods Business Unit (school and office supplies portfolio)

Product Executive for the Consumer Goods Unit

Direction and Launch of the 1996 and 1997 school campaigns for the brands "Líder" and "Top"

Assistant to the Industrial Management and Sales Department

**January 1999 to December 1999**

**Universidad Nuestra Señora de La Paz**

Lecturer in Marketing I and II

**June 1997 to November 1997**

**McDonald's (External Marketing Director)**

Marketing Advisor for the opening of the first family restaurant of the McDonald's chain in Bolivia

(The opening was awarded as the best of the year in Latin America by McDonald's Corporation)

Event Organization (press conferences, parades, receptions, and public presentations)

Development of the Marketing Plan for the inauguration

**January 1993 to August 1994**

**JRG & Associates (Advertising Agency)**

Austin, Texas

Administrative Assistant

Account Promotion

Director of the Spanish Department and Latin American Accounts

Direction and Production of the Vía Austin Magazine