

CARLA REYES POSTIGO

EDUCATION AND PROFESSIONAL TRAINING

March 2019

INCAE Programa de Alta Gerencia

Alajuela – Costa Rica

January 1998 to Dec. 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 Dec. 1997

Postgraduate Degree in Strategic Marketing

Universidad Santo Tomas Lic. Carlos Alberto Galeas

La Paz – Bolivia

January 1987 to Aug. 1994

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

Saint Edward's University

Austin, Texas

PROFESSIONAL EXPERIENCE

January 2013 to Present

Universidad Privada Boliviana

National Manager of Institutional Marketing

May 2007 to Dec. 2012

Universidad Privada Boliviana

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 Feb. 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

Dec. 1999 to Feb. 2001

Master's Program for Development

(Universidad Católica Boliviana)

Marketing & Institutional Image Manager

Recruitment Director

Oct. 1994 to Nov. 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 Dec. 1999

Universidad Nuestra Señora de La Paz

Lecturer in Marketing I and II

June 1997 to Nov. 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

Jan. 1993 to Aug. 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