
FABIOLA WENDY DEL CASTILLO SOLÍS

PERSONAL DATA

- Nacionalidad: Boliviana.
- Estado civil: Casada.
- Cel: (591) 707 65930
- E-mail: fdelcastillo@upb.edu
- Áreas de Experiencia: Marketing, Control de Gestión, Ventas, Sistema de Calidad, Medio Ambiente, Planificación estratégica, Calidad Académica
- Área de Especialización: Marketing y Comercio Internacional, Gestión de Calidad



ACADEMIC TRAINING

UNIVERSIDAD PRIVADA BOLIVIANA, COCHABAMBA BOLIVIA

- **2009 - Maestría en Administración de Empresas Mención en Marketing y Comercio Exterior** (MBA FULL TIME) U.P.B. (Asesorada por INCAE a nivel académico). Inicio Abril 08 – Mayo09 Programa Tiempo Completo (2160 horas) Perfil:
 - Broad vision of the conceptual, methodological bases and technological processes that guide planning, administration, execution and control activities.
 - Ability to manage national and international organizations. Theoretical and practical mastery of areas of Accounting, Marketing, Business Management, Finance, Human Resources, Production and Logistics.
 - Defense Rating: 100 (Mention of Excellence).
- **UNIVERSIDAD PRIVADA BOLIVIANA, COCHABAMBA BOLIVIA**
Diploma in “Higher Education”, UPB August 2014

UNIVERSIDAD PRIVADA BOLIVIANA, COCHABAMBA BOLIVIA

- Diploma in “Digital Marketing”, UPB June 2013- September 2013.

UNIVERSIDAD PRIVADA BOLIVIANA, COCHABAMBA BOLIVIA

- Diploma in “International Management and Finance”, UPB October 2008- May 2009.

UNVIRTUAL – FUNDACIÓN DE CHAZAL

Diploma in “Quality Management, Industrial Safety and Environment”, UVIRTUAL of Santa Cruz, March/07-October/07. (500 academic hours)

SOCIEDAD DE INGENIEROS DE BOLIVIA (SIB) Y CONSULTORA CGM

- ISO 9001:2000 Internal Auditor June – August 2006, at the SIB. (160 hours)

UNIVERSIDAD MAYOR DE SAN SIMÓN, COCHABAMBA BOLIVIA

- **2005** -Titulada en Ingeniería Industrial de la Facultad de Ciencias y Tecnología. Perfil profesional:
 - Strategic planning.
 - Production
 - Process Reengineering.
 - Quality Management
 - Marketing
 - Project and Human Resources Management and Implementation of Industrial Safety Systems

PROFESSIONAL EXPERIENCE

BOLIVIAN PRIVATE UNIVERSITY (UPB)

January 2013 - Present: Academic Director Nal. Diplomas and Short Courses and Academic and Administrative Processes in Postgraduate: Plan, Direct the Academic Quality Management of current programs and new projects

BOLIVIAN PRIVATE UNIVERSITY (UPB)

• **March 2010 – 2012: Institutional Marketing Director: Plan, Direct and Manage internal events, publications, institutional campaigns**

DISCOVER BOLIVIA (Monthly Tourist Magazine)

• **August/07- April/08: Commercial Manager: Client portfolio administration, Control and monitoring of editing with printing, Public Relations with Private and/or Public Institutions.**

LA BOLIVANA SEGUROS (Personal and General Insurance Company)

• **July/06- August/07: Sales Agent/Commercial Executive: As agent in charge of maintaining and growing the client portfolio, later commercial executive promotion to manage microinsurance at the Community Fund**

UNITEPC (Cosmos Private Technical University)

• **January/06: Summer Course Teaching**

ESKEMAS (Marketer of organic/natural products)

• **September/05- May/06: Sales and Customer Service: Sales, company advertising, customer service.**

INSTITUTE OF SOCIAL AND ECONOMIC STUDIES (UMSS Research Center)

• **May/04-September/05: Thesis student of the Sida-SAREC-Dicyt-IESE project “Economic-Environmental Competitiveness of the Dairy Chain in Cochabamba”: Conducting field work to collect information, taking samples, workshops, and writing of article.**

ACADEMIC ACTIVITIES/TEACHING

- Adjunct Postgraduate and Undergraduate Professor at the Bolivian Private University
More than 10 years of specific experience in Design, Review, Verification and Validation of the academic quality of Diploma programs and Courses in their different phases. Demonstrating the ability to solve problems, creativity, positive attitude and teamwork.
 - Teacher of the Business Process Modeling and Notation (BPMN 2.0) module in the Business Process Management Diploma – UPB Postgraduate Vice-Rectorate
 - Director and Teacher of the Expert Customer Service and Service Quality-(Program Design) – UPB University Extension
 - Teacher of the Course in Customer Service and Service Quality (Program Design) – UPB University Extension
 - Teacher of the Customer Service and Attention Module in the Diploma in Management and Management of Service Companies – University Extension
 - Teacher of the Balanced Scorecard Module in the Diploma in Business Intelligence – University Extension
 - Teacher of the Marketing Planning Module in Diplomas in Advertising and Relationship Marketing and Marketing and Sales – University Extension
 - Internal Examiner of Master's Thesis – 2012 to Present
 - President of the Master's Thesis Defense Tribunal – from 2011 to the Present
 - Strategic Planning workshop facilitator

PROFESSIONAL QUALITIES

- Proactive.
- Own initiative.
- Customer Service
- Ease of learning
- Management control
- Responsibility.
- Empathic
- Honesty
- Resilience

OTHER STUDIES

- UPB Python Management Course, 2021
- International expert in Big Data Marketing, Polytechnic University of Valencia (UPV)- UPB, 2020
- Expert Course in Management of High Performance Systemic Equipment, UPB September 2016
- Moodle Platform Expert Course, UPB August 2013
- Workshop Course “Teaching under Case Methodology”, UPB July 2012
- “Event Organization and Management” Course, UPB June 2010
- “Expert in Branding and Graphic Communication” Course, UPB April 2010
- Bachelor in Practical Theology, Agua Viva de la Rosa Bible School of Guatemala - 2010 to 2011

OTHER SKILLS

MANAGEMENT OF COMPUTER APPLICATIONS

- MS-Office.
- SPSS
- PYTHON.
- QM FOR WINDOWS.
- CRYSTALL BALL.
- SOFTWARE LITE 2 -SOLID WORKS
- LANGUAGES
- Intermediate level English (U.M.S.S.).

EXTRACURRICULAR ACTIVITIES

- Volunteer in GEDONES KIDS troop advisor - 2018 to present
- Member of the Organizing Team in Cochabamba for the EL DÍA Event – 2010 to 2013
- Member of the Communication Committee and Organization of Fraternization Events of the Federation of Private Entities of Cochabamba (FEPC) – 2010 to 2012
- Cover of Mujeres TOP Magazine, January 2013
- Interview in LEA Magazine, March 2010