



C U R R I C U L U M V I T A E



PERSONAL BACKGROUND

Name : Victoria Andrea Muñoz Serra.
Date of Birth : 1973.
Nationality : Chilean.
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ACADEMIC BACKGROUND

Basic Education

1st - 8th Year (1979-1986) : Inmaculada Concepción.

High School

1st and 2nd Year (1987-1988) : Inmaculada Concepción.

3rd and 4th Year (1989-1990) : Kingston College.

HIGHER EDUCATION

(1993-1997) : **POLITICAL AND ADMINISTRATIVE SCIENCE**
Universidad de Concepción.

ACADEMIC DEGREE : BA in Political Science and Administrative Studies.

BUSINESS TITLE : **Public Administrator.**

(1998-2002) : **DEGREE IN FINE ARTS, PAINTING MENTION**
Universidad de Concepción.

ACADEMIC DEGREE : **Bachelor of Fine Arts, Painting Mention**

(2002-2008) : **ARCHITECTURE (Unfinished Studies)**
Universidad de Concepción.

POST DEGREE

(2000-2001) : **DIPLOMA IN ENVIRONMENT, CONFLICTS MENTION.**
Universidad San Sebastián.

(2001) : **DIPLOMA IN HABITABILITY AND ENVIRONMENT.**
Universidad del Bio-Bío.

TRAINING COURSES

- (1993) Voiceovers with Professor Gilberto Morales. Universidad de Concepción.
- (1999 - 2001) English Course level 1 to 8. New Interchange and Passages, Chilean North American Institute, Concepción.
- (2006) Photoshop Training HS, from 10 January to 27 February.
- (2010) Workshop How To become State Services Provider. Race Political and Administrative Sciences. Department of Public Administration and Political Science. Faculty of Law and Social Sciences. Universidad de Concepción.

SEMINARS

- (2001) "Public Presentation", Rapporteur. Mila Hernan, V and V Organizational Development and Universidad de Concepción. 26 and 27 April.
- (2002) "Development of skills for public presentations", Rapporteur: Mila Hernan, C & S Addresses, Professional Services. Universidad de Concepción. 11 and 12 April.
- (2005) "Electronic Marketing in an Environment of E-Business", Carlos Egaña, Faculty of Economics and Administrative Sciences, Universidad de Concepción. 14 September.
- (2006) "Mobbing", Manuel Muñoz Astudillo, Universidad Federico Santa María. Hualpén. 10 and 12 October.

CONFERENCES

- (2002) "SERVQUAL: Service quality and competitive advantage", Rapporteur: Ananthanarayanan Parasuraman, Ph.D. Business Administration, Marketing Expert and Scholar Services at the University of Miami. Universidad Católica de la Santísima Concepción, Faculty of Economics and Administrative Sciences, Sponsor IRADE. May 16.
- (2003) "The Art of Professional Coaching", Julio Olalla Mayor, founder and director of The Newfield Network, Universidad del Desarrollo. Concepción. December 4.

PUBLICATIONS

- (2001) "Manual de Marketing Corporativo" book. Academic Vicerrectoría. Directorate of Education. Universidad de Concepción.

AWARDS

- (2003) Premio Universidad de Concepción. Bachelor of Fine Arts, Painting Mention. (Distinction maximum delivered the best pupil in the promotion of a race).

RESEARCH PROJECTS

(1999 - 2000) **"Corporate Marketing"**.

Teaching Research. Political and Administrative Sciences. Faculty of Juridical and Social Sciences. **Universidad de Concepción**.

(2003 - 2004) **"Atlas Geographical - social: Concepción, Talcahuano, Chiguayante, Penco and San Pedro de la Paz"**.

EULA CENTRAL CHILE. (International University Center for European-Latin American Research and Training in Environmental Sciences). Department of Planning and Urban Systems. **Universidad de Concepción**.

(2007 - 2014) **"Documentary Meissner"**

Research Sponsored by Extension Directorate. **Universidad de Concepción**.

(2009 - 2014) **"Marketing on a Human Scale"**.

Research Sponsored by the Department of Public Administration and Political Science. Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences. **Universidad de Concepción**.

(2015-2017) **"Integral Coaching: Simple Solutions to Complex Problems"**.

Sponsored by the Department of Public Administration and Political Science. Career in Political and Administrative Sciences. Faculty of social and legal sciences. **University of Concepción**.

(2018) **"Construct for the management of Human Resources, through NLP and Integral Coaching, where our unconscious is the source of our decisions"**.

Sponsored by the Department of Public Administration and Political Science. Career in Public Administration and Political Science. Faculty of social and legal sciences. **University of Concepción**.

WORK EXPERIENCE

(1998 - 2003) **Teaching, Professor Instructor. Universidad de Concepción.**

Race Political and Administrative Sciences.

Faculty of Juridical and Social Sciences.

Subjects:

- **"Marketing Professionals"**
- **"Marketing"**
- **"Marketing Strategies"**
- **"Marketing Services"**
- **"Experimental Workshop Multidisciplinary Exploration"**

Teacher Guide Seminar Title:

- **"Marketing town. A new strategy for local development". (2001).**
- **"Management Talcahuano for handling municipal solid waste". (2001-2002).**

(1998) **Professor Children's Painting Atelier. Municipality of Talcahuano.**

Cultural Center.

(1999) **Assistantship. "Contemporary Art I". Universidad de Concepción.**

Titular Professor Emeritus Dr. Eduardo Meissner. Department of Arts, Bachelor of Fine Arts.

(1998 - 1999) **Training. ESICO Consulting Limited.**

Instructor in Training Course.

"State and Civil Society."

(2003 - 2004) **Research Collaborator. Centro EULA-Chile.**

(International University Center for European-Latin American Research and Training in Environmental Sciences). Department of Planning and Urban Systems.

Universidad de Concepción.

(2004) **Teaching: Visual Arts Atelier for the Disabled Environmental and Project Development.**

Hogar de Cristo, Volunteering.

Giacamann Nursing Home.

(2005 - 2006) **Teaching. Universidad Católica de la Santísima Concepción.**

Engineering Career Management.

Subject:

- **"Project Title" (Research Methodology)**
- **"Marketing" (Marketing)**

Construction Career.

Subject:

- **"Project Title" (Research Methodology)**

Training Course:

- **"Managing Service Organizations" Basics for the Integration of Groups in Organizations.**
- **"Public Image: Personal and Corporate".**

(2006 -2007) **Event Management and Coordination "Talking with Meissner". Tribute, Universidad de Concepción.**

Faculty of Architecture and Urban Geography, and Faculty of Humanities and Arts, Thursday 15 March.

(2009) **Teaching. Universidad de Concepción.** Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences.

Talk:

- **"Coachingmarketing"**

Subject:

- **"Administration II"**

(2010) **Teaching. Universidad de Concepción.** Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences.

Talk:

- **"The Great Jump"**

(2012) **Teaching. Universidad de Concepción.** Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences.

Conference:

- **"Resilience from the Ontological Coaching"**

(2012) **Teaching. Universidad de Concepción.** Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences.

Conference:

- **"The New Religion of Marketing"**

(2012) **Teaching. World Marketing Forum. México.**
World Federation for University Education.

Conference:

- **"Marketing on a Human Scale"**

(2012) **Teaching. University of Concepción.**
VIII National Congress of Public Administration. "Governance, decentralization and Regionalist Vision." 8 and 9 November.

Conference:

- **"Resilience and Instrumentation in Interpersonal and Organization at Tool Production Optimization and Customer Service"**

(2012) **Teaching. University of Concepción.** Channel Television at the University of Concepción TVU.

Training Course:

- **"Creativity and Marketing"**

(2014) **Teaching. University of Concepción.**
Faculty of Law and Social Sciences.
Race of Political and Administrative Sciences.

Conference:

- **"Looking to Settings - Skateholders"**

(2009-2018) **Teaching and Research in Multidisciplinary Areas: Marketing, Integral Coaching, etc. University of Concepción.**
Career in Public Administration and Political Science.
Faculty of Social and legal Sciences.

Concepción, 2018.