



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 : **DIPLOMA IN ENVIRONMENT, CONFLICTS MENTION**

(2000-2001) : 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) Teaching to the challenges of the XXI century. University Teaching Workshop, for academics: Universidad de Concepción.
- (1999) Planning for College Teaching. University Teaching Workshop, for academics: Universidad de Concepción.
- (1999) Assessment of learning in the context of innovation. University Teaching Workshop, for academics: Universidad de Concepción.
- (1999) Innovative methodologies. University Teaching Workshop, for academics: Universidad de Concepción.
- (1999) The information technology and communication in teaching in higher education. University of Pedagogy Workshop for academics: Universidad de Concepción.
- (2001) How to enhance communication, self-esteem and personal development in the teaching-learning process. University Teaching Workshop, for academics: Universidad de Concepción.
- (1999 - 2001) English Course level 1 to 8. New Interchange and Passages, Chilean North American Institute, Concepción.
- (2003) Urban Ecology: urban environment, processing of urban life. Graduate course on Environmental Sciences, Summer School on Environment, Environmental Science Center EULA-Chile. Universidad de Concepción.
- (2004) Integrated Management of Watersheds: Modeling and Assessment. Graduate course on Environmental Sciences, Summer School on Environment, Environmental Science Center EULA-Chile. Universidad de Concepción.
- (2004) German Course Level 1. German Instituto Chileno, Concepción.
- (2005) Architecture Vision 2005, "Utopia = Fantasia, Faculty of Architecture, Urban Planning and Geography, Race Architecture, Summer School," Utopias apparatus XXI century ", Universidad de Concepción
- (2005) Methodologies Urban - Environmental Course - Seminar, Department of Planning and Urban Design, Universidad del Bio - Bío, Dr. Urban, Mario Camacho Cardona, Universidad Nacional Autónoma de Mexico, 5 to 7 December.
- (2006) Autocad, HS Training from 9 January to 3 February.
- (2006) Photoshop Training HS, from 10 January to 27 February.
- (2008) Global Climate Change: A Palaeoenvironmental Perspective. Graduate course on Environmental Sciences, Summer School on Environment, Environmental Science Center EULA-Chile. Universidad de Concepción.
- (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.
- (2018) Ethics and sociopolitical. New Acropolis International.

- (2019) Nature and Society: The Sustainability of Life. Postgraduate Course, Master in Research and Development. Faculty of Social Sciences, Summer School. University of Concepción.

SEMINARS

- (2001) "IX Seminar on Innovative Teaching Experiences with Support for New Technologies". Directorate of Education. Universidad de Concepción. January 15.
- (2001) "Public Presentation", Rapporteur. Mila Hernan, V and V Organizational Development and Universidad de Concepción. 26 and 27 April.
- (2001) "New information and communication technologies in the university classroom". Universidad de Concepción. July 4.
- (2002) "Development of skills for public presentations", Rapporteur: Mila Hernan, C & S Addresses, Professional Services. Universidad de Concepción. 11 and 12 April.
- (2003) "Social housing in southern Chile", Faculty of Architecture, Urban Planning and Geography. Universidad de Concepción. 23 May.
- (2003) "Discussion Country, Art and Reality", Photo paper "From Basements and Underground", Edgardo Neira, Department of Culture, Education SEREMI and Universidad de Concepcion, Universidad de Concepción. 5 and 6 December.
- (2003) "Vulnerability assessment and adaptation to coastal areas. Case Study for Chile". Master in Economics of Natural Resources and Environment, Faculty of Economics and Administrative Sciences. Universidad de Concepción. December 18.
- (2004) "From Urban green into the territory", Department of Urbanism, School of Architecture, Urban Planning and Geography, Universidad de Concepción. 26 March.
- (2004) "The legal framework of Land Management", Ass.jur. Alexander Reiß of the Technische Universität Berlin, Institut für Stadt - und Regionalplanung, Bau-und Fachgebiet Planungsrecht. CEUR-Universidad del Bio-Bío. 7 and 8 April.
- (2005) "Protection, Recovery and Rehabilitation of Wildlife: Towards a more effective management", Faculty of Veterinary Medicine, Universidad San Sebastián, Concepción. July 21.
- (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.
- (2006) National Seminar on wild birds "Protection, Recovery and Rehabilitation", Faculty of Veterinary Medicine, Universidad San Sebastián, Concepción. 20 October.
- (2010) Workshop "Water, Innovation, Climate Change and Natural Disasters: Impacts and Prospects for the Region of Bio Bio". Centro EULA - Chile. Universidad de Concepción. 15 and 16 November.

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.

TALKS

- (2004) "Work Built" Goycolea Roberto Infante, National Architecture Award 1995, Faculty of Architecture, Building and Design, Universidad del Bío-Bío. Concepcion. March 12.
- (2004) "Architectural Institutional Leadership, Department of Architecture, Faculty of Architecture, Urban Planning and Geography, Universidad de Concepción.14 June.
- (2004) "Next City Region," School of Architecture, Building and Design, Universidad del Bío-Bío. Concepcion. May to August.
- (2005) "Landscape Architecture", Paula Villagra, Universidad San Sebastian, September 16.
- (2005) "Le Corbusier and the Modern City", Alianza Francesa, Concepción, October 5.

MEETINGS AND CONFERENCES

- (1997) III International Meeting on "Modernization of the State Human Resources in the Public sector". Event Center Diego Portales, Santiago. Organized by Ministry of Finance, Ministry General Secretariat of the Presidency, sponsors: International Committee of Management Modernization pública.18 and June 19.
- (1999) III Chilean Congress of Public Administration, "Management for People" Modernization of Management, institutional reform and democratization of the state. University of Santiago de Chile. Organized by the Association of Public Administrators of Chile. 3 to 6 November.
- (2005) V International Meeting "From the Bio-Bio Looking to 2010," Preparing for the bicentenary, Chile Bicentennial 1810 -2010, Bicentennial Commission, Sur Activo, Concepcion, 6, 7 and 8 October.

PUBLICATIONS

- (2001) "Manual de Marketing Corporativo" book. Academic Vicerrectoría. Directorate of Education. Universidad de Concepción.
- (2007) "Dialogando con Meissner, Vrios entre Uno." Item. Revista Punto de Fuga. Faculty of Architecture, Urban Planning and Geography. Universidad de Concepción, Issue 06, October 2007.
- (2022) "Eduardo Meissner Grebe and his Legacy to the Thought of Art and Design". The great Maestrop of BioBíío in the gaze of Victoria Andrea Muñoz Serra. Article. Zero Magazine. Faculty of Design. Diego Portales University, edition 01, October 3, 2022. p. 70-79.(Interview given to Jaime Ramirez Cotal).

AWARDS

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

AUDIOVISUAL DOCUMENTARY

- (2006) **Documentary series "Meissner"**
PhD. about it. Eduardo Meissner Grebe, multifaceted artist and researcher.
Orompello home. Concepción - Chile.
Camera: Rosmarie Prim.
August 30.
- (2007) **Documentary series "Talking with Meissner"**
PhD. about it. Eduardo Meissner Grebe, multifaceted artist and researcher.
Orompello home. Concepción - Chile.
Camera and Editing: Héctor Pavés.
Digital Media Laboratory, Pinacoteca, Universidad de Concepción.
18 de february.
- (2011) **Documentary Series "Transcendental Universe by Meissner Human Being"**
About PhD. Eduardo Meissner Grebe; Multifaceted Artist and Researcher, which
includes an interview Audiovisual Poli House. Coliumo - Chile.
Camera and Editing: José Capurro.
November 9th.
- (2011) **Documentary Series "Rosmarie Prim"**
Copiulemu sculptor and social activist - Chile.
Camera and Editing: José Capurro.
November 24.

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.**

Cultural Center, Municipality of Talcahuano.

- (1999) **Assistantship. "Contemporary Art I".**
Titular Professor Emeritus Dr. Eduardo Meissner. Department of Arts, Bachelor of Fine Arts.
Universidad de Concepción.
- (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 Art. Thursday 15 March.

- (2009) **Teaching. Universidad de Concepción.** Race Political and Administrative Sciences. Faculty of Juridical and Social Sciences.
- Talk:**
- **“Coachingmarketing”**
- Subject:**
- **"Administration II**
- (2009-2020) **Teaching and Research in Multidisciplinary Areas: Marketing, Integral Coaching, etc.** Career in Public Administration and Political Science. Faculty of Social and legal Sciences. **University of Concepción.**
- (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."**

(2015-2017) **Researcher "Integral Coaching: Simple Solutions to Complex Problems".**
Research 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) **"Transformational Coaching Conference"**, Entrenchment for the Certificate in Transformational Coaching, **ENDI Consultants. Aguascalientes. México.**

(2019) **Edition:** Diagramming, Correction of the Text, Design and Illustrations of the **Book** of Poetry: **"Casa de Cartón"** by Gastón Vergara Figueroa.

(2020) **"Talk: Approach to the Interpretation of Gestures; Non-Verbal Communication"**, Internal Training, **ENDI Consultores. Aguascalientes. Mexico.**

(2020) **Founder - Owner** of the **Online Multishop: VAMS.** Concepcion - Chile.
Website: <http://vams.mercadoshop.cl>

(2021) **Advisor. Bío-Bío Region Electoral Service SERVEL.** Concepcion - Chile.

November. Concepción. 2022.