

# Flor de María García Alvarado

MBA | Customer management and relationships

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## PROFILE

MBA action and result oriented with experience in problem solving, customer/user service, great communication skills, also with experience in management of international projects, planning, developing and executing them successfully. With broad and solid knowledge about brand management, market research and digital marketing.

### Core Competencies

- Interpersonal skills / Efficient customer-user relations / Effective communication / Conflict resolution/ Negotiation / Strategic Analysis/ Data Analysis

## EDUCATION

INCAE BUSINESS SCHOOL, COSTA RICA

Sep 2019 – Dec 2020

Master of Business Administration (MBA)

- Emphasis in Marketing
- Emphasis in Crisis Management

UNIVERSIDAD DE SAN CARLOS DE GUATEMALA

Jan 2015 – Dec 2018

Linguistic Sciences

## PROFESSIONAL EXPERIENCE

Universidad de San Carlos de Guatemala

Feb 2016 – Jun 2019

### Coordinator of International Initiatives

- Direct report to Director
- In charge of the bilateral and multilateral relations agreements with different organizations and institutions (key accounts) , able to retain and improve 100% of the previously established relations and at the same time initiated new relations with new institutions in about 50%, as well as the management of internal and external stakeholders involved in every process of the international department scope.
- Advising internal customers to every service provided by the coordination, based on the analysis of information in order to match services with specific needs.
- Support, preparation and tracking of international agreements, projects, and allocation of donations and budgets.
- Planning, development and execution of projects concerning process and development improvement of them. Measured by on time execution and quality according to requirements.
- In charge of national and international events hosted by the institution, design and execution of protocol and ceremonial strategies to follow according to international standards.
- In charge of the management of the unit's budget allocation, analyzing, forecasting and anticipating financial needs to have the best possible usage of the resources.
- In charge of the design of the on time communication strategies for the updates of each stage of the projects.

**Director's Assistant**

Feb 2012 – Jan 2016

- In charge of the management of the users of the services provided by the offices either at a national and international level
- In charge of the organization of the Investigation Council, Evaluation Committee and International Committee sessions agenda

**OTHER EXPERIENCE****Grupo Almo**

Oct – Dec 2020

A private/electronic security and logistics corporation in Guatemala with operations in Central America

**MCP External Consultant (As part of MBA graduation requirements)**

- Part of the consultant team that was hired by Grupo Almo to provide guidance and possible solutions to business situations
- Involved in the development of a re branding strategy for the Private security business unit of the corporation
- Involved in the creation of a products/services migration and retention strategy of the current customer base of the company
- Involved in the creation of the manual of good business practices and procedures
- Involved in the process of the suggestions for a new organizational structure in the private security unit in the maintenance and installation team
- Involved in the Inventory control strategy creation

**Universidad de San Carlos de Guatemala**

Professor

Feb 2007 – Jun 2019

- Planning, design and execution of academic sessions for both teenager and adult program students enrolled in the English language programs
- Performance evaluations of the students according to the established requirements by the institution

**Embassy of Canada in Guatemala**

Aug – Oct 2006

- 6 week supervised practice as academic requirement, assistant in the biweekly sessions of the embassy and the Canadian Chamber of Commerce in Guatemala

**TECHNICAL ACCUMEN AND SKILLS****Languages**

- Spanish (Native Language) | English (Bilingual)

**Courses and Training**

- International Course, New tendencies on Trade Agreements in Latin America (InterAmerican Development Bank, IDB)
- Etiquette, Protocol and Ceremonial techniques (LOYOLA International Institute)

**ADDITIONAL INFORMATION**

**Cultural experiences:** Volunteer for International Olympic Committee in 119<sup>th</sup> session hosted in Guatemala, 2007

**Personal Interests:** Traveler, Extreme Sports