

Jessica Ibarra Ramonet

RÉSUMÉ

PERSONAL INFORMATION

Name: Jessica Ibarra Ramonet
Place of birth: Tijuana B.C. México
Date of birth: May 13, 1977
Taxpayer's ID: IARJ-770513 B3A
Civil Status: Married
Address: Urbanistas #2425 Indeco Universidad,
Tijuana, B.C.
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STUDIES

CETYS University, Tijuana Campus
Master's degree in International Administration
Degree reached
2000-2002

CETYS University, Tijuana Campus
Bachelor's degree in Business Administration
1994-1998
CENEVAL exam for degree, high achievement certificate

WORK EXPERIENCE

Promotion and Development Director
CETYS University System and
CETYS University, Tijuana Campus

- Development and introduction of the Marketing Comprehensive Plan of CETYS University that includes promotional, commercialization, communication, and positioning strategies; participation in strategic planning, forecast development, budget control, web system project, and alumni updating project as well as introduction of marketing studies for the system.
- Coordination of the positioning efforts of CETYS in the community through public relation works, contact with the media, and development of institutional publications.

- Design and coordination of promotional and commercialization strategies for attracting prospects for different audiences, working based on goals with productivity and effectiveness controls both local as well as foreign.
- Development, support, and coordination on studies of Marketing, of competence, of potential market; prospects, satisfaction, image, and alumni among others.
- Creation and development of specific projects within the Campus oriented to improve the quality of services, monitoring of evaluations for improving the product/service, price and/or financial supports, modes, and technical processes.
(2001-2009)

Coordination of Academic Promotion
CETYS University, Tijuana Campus

- Direct introduction of promotional strategies for the attraction and enrolment of all the new admission students to CETYS on its three degree program levels.
(1999-2001)

Planner in the area of Production Control
Sony, Tijuana West

- Carry out sales forecasts, production, and shipments of cellulators of a joint venture with Qualcomm.
- Direct contact with the production, purchasing, and quality personnel and with all the areas of the company. Also developed all the delivery information to corporate offices and a daily contact with customers to close down sales and/or new orders.
(1998-1999)

**SKILLS
& VALUES**

Handling of Internet Software, inter-disciplinary work, delegating responsibilities, public relations, decision making, work based on goals and under pressure, ease of words, persuading, initiative, and leadership.

Responsibility, honesty, good attitude toward work and institutional commitment.

English: General knowledge of a 70 %.