

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	PETTINELLI GALLARDO
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RESUME SUMMARY

Professional with extensive experience in integral communication with studies in graphic design, marketing, organizational communication and well-being. Extensive experience leading creative, communication, audiovisual production and design teams. Specialized in brand design, content management and copywriting.

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Degree in Design and Visual Communication Management.	Third level	Federico Santa María Technical University	Arts & Humanities	Chile (Campus Guayaquil)
Master's Degree in Commercial Management and Marketing	Fourth Level	UADE (EDDE School of Business Management)	Administration	Argentina
Diploma in Corporate Social Responsibility	Fourth Level	University of Salamanca	Administration	Spain (On Line)
Master's Degree in Organizational Communication (Ongoing)	Fourth Level	Tech University	Arts & Humanities	Mexico (On Line)

ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Universidad Santa María de Chile Campus Guayaquil	Occasional Teacher	23/10/2014	19/10/2023	Full-time
Ecotec University	Occasional academic staff	29/04/2024	25/02/2025	Part-time



RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
UNIVERSIDAD SANTA MARIA CAMPUS GUAYAQUIL	National Director of Communication and Promotion	Administrative Area	23/03/2015	19/10/2023
RTVECUADOR	National Director of Image and Promotion	General Production Area	22/08/2011	12/08/2014

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
CHIEF HAPPINESS OFFICER CERTIFICATION	COURSE	ASSISTANT	25/04/2024	24/04/2024	35	MIDE LA FELICIDAD
WORKING TO BE HAPPY	COURSE	ASSISTANT	2/11/2020	23/11/2020	40	UNIVERSIDAD AUSTRAL BY COURSERA
TRAINING USE OF TEAMS PLATFORM AND WEBCOURSES	COURSE	ASSISTANT	28/05/2020	29/05/2020	4	USM CAMPUS GUAYAQUIL
MOODLE PLATFORM USE TRAINING	COURSE	ASSISTANT	26/3/2020	26/3/2020	4	USM CAMPUS GUAYAQUIL
BUSINESS STRATEGY AND MARKETING MANAGEMENT	COURSE	ASSISTANT	8/01/2018	21/01/2018	120	CUOA (VICENZA, ITALY)

HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
SECOND HIGHEST AVERAGE IN TEACHING QUALITY	USM CAMPUS GUAYAQUIL	27/05/2015	Ecuador
HIGHEST AVERAGE IN TEACHING QUALITY	USM CAMPUS GUAYAQUIL	20/02/2009	Ecuador



PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
M.O.M.E.N.T.O. Method	Presentation at Design Week of the University of Palermo	2024	Author/Exhibitor
Value Triangle of Customer Service in Design	Presentation at Design Week of the University of Palermo	2024	Author/Exhibitor

