

Marcela Porta

Birth date: August 27th 1981

Dr. MSc. Marketing & Economic Sciences



Professional Experience



Scientific Coordinator (Nov. 2008–Ag. 2012) **Télécom & Management Sud-Paris, France**

Management of contracts with the European commission; Marketing studies to define educational needs; Negotiation and investment development; Implementation of strategies, operational development and financial statements.

Reference:

Katherine MAILLET, Project Director +33 (6) 71 92 52 55, katherine.maillet@it-sudparis.eu (English/French)



Purchaser (Sep. 2006–Oct. 2008) **Société Français de Radiodiffusion (Vodafone), France**

Bid analysis and purchasing of technical assistance and Marketing; Services and Providers analysis (risk evaluation); Supervision of the services and supervision of the purchasing procedure.

Reference:

Luc JODRY, Purchasing Director +33 (6) 16 26 37 34, luc@tilidom.com (French/English)



Category Manager (Oct. 2003-Feb. 2006) **Kraft Foods CA**

Integration to the company by the program "Growing at Kraft"; Evaluation of sales statistics and implementation of sales strategies for supermarkets; Negotiation of the product position in sales points; Financial reports and evaluations of the category brands; Training and direction of the merchandising team (80 pp).

Reference:

Yanick LHOMMEL, Manager Global Commodities Quality, KF Switzerland + 41 4 17 4903 36 (French/English)
Alejandro Jimeno Herman, Traditional Market Manager, Guatemala. losjimeno@hotmail.com (Spanish/English)



Sales Chair (Sep. 2001–Oct. 2003). **Bic World, Guatemala.**

Strategic development of the market and sales of scholar products in supermarkets; Training and evaluation of the merchandising team (40 pp).

Reference:

Otto Morales, General Manager (502) 24 15 87 87 (Spanish / English)

Speaking Languages

Spanish (Native language)

English: TOEFL test 560pts. (Advanced level)

French: TCF A3 (Advanced level)

Specific Competencies

Management:

4 years of experience as Project manager.

4 years of experience in team management (Organization, training and evaluation of working groups)

4 years of experience in strategic sales.

Software: SAP/P2P, Synertrade and AC Nielsen, Oracle SIP.

Web development: HTML, CSS, JavaScript.

Other competencies: Microsoft Office, Open Office, Access, Linux, Windows (XP, Vista, 7, etc.), Camstasia Studio (video editing), Moodle.

Education

Ph.D Economic Science (2009–2012) Polytechnic University of Catalunya, Spain.

(Thesis) Marcela Porta, Katherine Mailet, Marta Mas, Carmen Martinez. The Role of Technology Enhanced learning in the Improvement of Computer Science. <http://marcelaporta.com/tesisdr.pdf>

M.Sc. Purchasing and International commerce (2007–2008) University of Evry, France

(Thesis) Marcela Porta, Dr. Jean Mosser. Centralization of Technical Assistance and Treatment of the information for the development of economic intelligence. <http://marcelaporta.com/tesiscompras%20-%20Francais.pdf>

5 year Marketing Degree (2002-2005) University Rafael Landivar, Guatemala

(Thesis) Marcela Porta, Dr. Xmucané Morales. Image creation for an NGO <http://marcelaporta.com/tesismerca.pdf>

3 year Management Degree (2000-2002). Universidad Rafael Landivar de Guatemala.

Final report of 380 training hours at Clarion Suites hotel

Teaching, lectures and publications

Strategic Marketing, Purchasing, Web-Marketing and Distribution of products, Télécom & Management SudParis. (2010-2012)

Language Teaching (The Franco-Spanish course) Télécom & Management SudParis. (2009-2010)

Precedence of graduation orals for students. Télécom & Management SudParis. (2009-2010)

Implementing Technology Enhanced Learning to impede the declining interest in Computer Science (CS) studies and careers in Europe. Doctoral Consortium de EC-TEL 2010. Barcelona, Spain.

Dec-CS the computer science declining phenomenon. International congress of computing and Engineering 2010. San Francisco, USA.

http://www.iaeng.org/publication/WCECS2010/WCECS2010_pp1173-1178.pdf

Consequences of the Declining Interest in Computer Science in Europe. Management et Télécom SudParis. IEEE Educon 2010; Madrid, Spain.

http://ieeexplore.ieee.org/xpls/abs_all.jsp?arnumber=5492597&tag=1

E-Learning consequences of the declining interest in Engineering Studies in Europe. Management et Télécom SudParis. World Conference on E-Learning in Corporate, Government, Healthcare & Higher Education 2009; Vancouver, Canada.

<http://hal.archives-ouvertes.fr/docs/00/44/86/22/PDF/ELearningConsequences.pdf>

General Interests

Writing: Publication of the novel "Punto de Partida" (Latin Socio-Economy).

<http://www.sophosenlinea.com/busqueda/listaLibros.php?tipoBus=titulo&palabrasBusqueda=Punto+de+partida& boton=Buscar>

Classic literature and poetry.

