



CURRICULUM VITAE

Name: Pablo Romero Zárate

Birthdate: 21.10.1986

Birth Place: Potosí - Bolivia

Nationality: Bolivian

Marital status: Married

C.I.: 6960305 LP

NIT.: 6960305018

Pre Military

Service: SPM-XVI-A-161800-04

Address: Andrés Bello Avenue, N°
100, Cota Cota.

Phone: 72024190 - 2797659

email: pablromzar@gmail.com

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Main objectives

- Develop theoretical, epistemological, methodological and practical bases with emphasis on constant research.
- Integrate levels of analysis to develop communication objects.
- Develop innovation projects and products in the field of Marketing, Graphics Design and Visual Communication.

Personal Skills

Knowledge

Business Management in Marketing, Graphics Design; business development in clothing workshops and industrial printing techniques (offset, flexographic) of packaging, advertising and editorial. Practice of the Design Process Model through constant research.

Skills

Critical analysis, ability to develop projects and products, work method by skills, leadership.

Attitudes

Self-motivation, self-knowledge, empathy, punctuality, willingness to learn, sensitivity to act in reality, ethics in the use of visual messages.

Education

Master's student (2019-)

Master in en Marketing.
Universidad Privada Boliviana.

Master in Bussiness Administration (2011 - 2012)

Escuela Europea de Negocios.
Graduated by Academic Proficiency.

Diploma (2009)

Teacher Training for Higher Education.
Universidad Católica Boliviana San Pablo.

Bachelor's degree (2005 - 2009)

Graphics Design and Visual Communication.
Universidad Católica Boliviana "San Pablo".
Graduated by Academic Excellence.

Courses / Workshops / Congresses

Higher Education in University (1 Nov- 4 Dic 2017)
Universidad Politécnica de Valencia - UPB.

International Poster Biennial 2017

BICeBé International Design Congress with 22 keynote lectures (November 21 - 25, 2017).

La Paz Impact Lab Workshop (16 Hours - 10-11 July 2017)

EdTechTeam - UPB.

Teaching Methodologies (13 Hours - May 29-31, 2017)

Dictated by Larita Killian Ed.D - UPB.

Exhibitions

Empathy. Photoreport of the work Urban Educators (zebras). Nota Gallery. July 2007.

The piano. Tribute to 100 years of the Bolivian National Conservatory of Music.
November 2006.

The gift of hearing. Goethe Institute Poetry Festival June 2006.

Languages

Spanish and English.



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Personnel Philosophy

To think differently, a life philosophy through motivation to develop an own business witch over the years has implemented creativity as a greater added value.

Through time I understood that my mission is to apply innovation methods as a tool for improvement and value to my projects and products to contribute with great originality and impact.

Therefore, I have been trained in a successful academic profile in visual communications, teaching, marketing, graphics design and business administration.

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Work Experience

Tipo Gráfico.

July 2010 to date.

Owner and Project Coordinator. Successfully performing a personal venture working in areas of:

- Marketing campaingns for the Derby, Frost, Marlboro brands.
- Creating services for recognized brands of Bolivia.
- Product design and innovative projects.
- Implementation of clothing and screen printing workshops.
- Packaging design.
- Printing press supervision.
- Design advisor.

Universidad Privada Boliviana (UPB). FACED

February 2018 to date

- **Head of Graphics Design Program Department.**
Academic Management.

September 2014 to date

- **Undergrad Professor** to Graphics Design and Corporate Communications programs.

Universidad Mayor de San Andrés (UMSA). Facultad de Arquitectura, Artes, Diseño y Urbanismo

September 2015 to Dicember 2015

- **Undergrad Professor** to Graphics design program.

Sociedad de Alimentos Procesados S.R.L. (SOALPRO)

November 2012 to February 2015. Head of the Graphics Design Department. Experience in the development of San Gabriel - Crick - Tasty - Kream brands:

- Packaging management.
- Printed materials quality supervision.
- Design coordination with advertising agencies and printers.
- Support for product development and marketing activities.

Atenea Institute.

March 2012 to May 2013.

- **Undergrad Professor** to Graphics design program.

Compañía de Alimentos LTDA.

February 2010 to December 2011.

Head of the Graphic Design department. Experience in the development of Delizia - Tampico - Del Campo brands:

- Packaging management.
- Printed materials quality supervision.
- Barcode administration.
- Design coordination with advertising agencies and printers.
- Support for product development and marketing activities.

Displas Producciones.

June 2009 - January 2010.

Responsible for the design department. Experience in:

- Design of advertising materials.
- Design of advertising articles and merchandising.
- Preparation of designs for serigraphic printing.