



MAGDA GABRIELA CORDON VALENZUELA DE ARREAGA

CONTACT INFORMATION

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Country : Guatemala City, Guatemala, Central America

PROFESSIONAL EXPERIENCE

December 2005 to December 2008: Guatemalan National Coffee Association, Anacafé

Planning and project manager

- Management of Cup of Excellence auction program in Guatemala
- Administration of the Primes and Extra-primes International Cup Profile Validation
- Data base with contacts for Anacafé's communication
- Designed training workshop for baristas willing to compete in the Guatemala WBC
- Guidelines to establish coffee regions
- Administration and follow up for establishing new coffee regions.
- Administration of CQI Q-grading system
- Designed and administered Guatemalan coffees In Depth seminar for buyers

Assist Marketing Director in different activities and projects when needed

January 2004 to September 2005: Guatemalan National Coffee Association, Anacafé

Auction Program Manager

- Planning, coordination and execution of different auction programs executed by Anacafé.

Other activities

- Administrative support of Suntory-Anacafé's strategic alliance in launching Rainbow Mountain, a Guatemalan coffee canned product of the Boss line products.

- Coordination of the auction program's web page awarded with a special mention in the e-business category during the World Summit of the Information Society, in Tunis 2005.
- Planning and coordination of coffee shows when ever it was needed (World Specialty Coffee of Europe in Athens, 2005)
- Assist the marketing director in any other projects whenever it was needed

February 1999 to March 2003: Guatemalan National Coffee Association, Anacafé

International Promotion

- Research, planning, execution and evaluation of promotional strategies for Guatemalan Coffees
- International relations coordinator
- Coordination of international coffee shows
- Coordination of advertisements and promotional material
- Review and update of the Guatemalan Coffees web page
- Coordination of site visits to different coffee growing regions.
- Planning of the international promotion budget.
- Assist the promotions director in any other program, whenever it was needed.

1998 Supreme Court

Computer instructor

- Workshops for employees on how to use Windows and Office'95.

1997 Judicial School

Training technician and organization of training events

1993–1994 Campoalegre School

English teacher

- High school

OTHER EXPERIENCES

Marketing

- Plan, organize and execute (Guatemalan Coffees®, Public campaign to introduce the Penal Code to Guatemalan population)

Public relations and communications

- Articles for newspapers, magazines, bulletins or other type of texts in Spanish (in English with style revision), conferences and presentations (2002 Presentation of Benefits of Cup of Excellence in Guatemala, in World Specialty Coffee in Norway)

Trading and logistic support

- Contacting farmers, helping them organize and communicate and export directly to buyers

Management of projects

- Marketing or other type of projects

Design and desktop publishing

- Pamphlets, brochures, books, news papers, bulletins or others

Organization of events

- In Guatemala and other countries (USA, Europe and Japan)

Translation

- From English to Spanish or Spanish to English (not legal translations) and simultaneous translations in events

Site visits

- To Guatemala (including farms or tourism)

Cupping and tasting

- 2009 WBC certified judge
- 2008 Selected jury member for the National Competition of Cup of Excellence Guatemala and National Jury of the Guatemalan Barista Competition
- 2007 Selected jury member for the National Competition of Cup of Excellence Guatemala and National Jury of the Guatemalan Barista Competition
- 2006 National Jury of the Guatemalan Barista Competition
- 2005 Third place in the World Cupping Competition in Athens

Training

- Children or adults

STUDIES

2003 Francisco Marroquín University

- Communication Science Degree Cum Laude (6 years complete career)

1991 El Sagrado Corazón School

- Teacher for elementary and urban school (3 years complete career)

OTHER SKILLS

- English: Speak, read very well and write well for communicating purposes.
- French: Speak and read for basic purposes.
- Computers: Windows XP or Vistas. Office programs: Word, Excel, Power Point, Outlook, Adobe Writer and Reader, Photoshop, Freehand and In Design.