

Veronica Ferman

Chula Vista, CA - Email me on Indeed: [indeed.com/r/Veronica-Ferman/35eb9b5a9b6ad588](https://www.indeed.com/r/Veronica-Ferman/35eb9b5a9b6ad588)

Marketing Professional with project management experience, international business skills and excellent technology knowledge looking for a challenging position.

Front-end web development skills: HTML5, CSS, LESS, Photoshop, Axure.

Back-end skills:

Installation of Linux operating systems, ability to work in Ubuntu and Fedora, installation and configuration of DNS Servers, Apache Servers with SSL security, Mysql servers, Samba, Kerberos authentication, Open LDAP and network protocols, such as SFTP and SSH.

Installation and operation of VMWare virtual machines.

Working knowledge of Windows operating systems, Active Directory, file sharing, management and troubleshooting tools, storage, backup systems and security.

Ability to meet deadlines and exceed expectations.

Authorized to work in the US for any employer

WORK EXPERIENCE

Floor Manager

George G. Glenner Alzheimer's Family Center - Chula Vista, CA - November 2014 to Present

Ensures accurate administration and delivery of specialized adult care programs to individuals with dementia. In charge of the planning and scheduling of daily activities that provide well balanced programs in fitness, cognitive stimulation and tracking of food and fluid intake.

Manages the performance of other program assistants at the facility.

Provides bilingual services English/Spanish.

Software Testing Intern

Storix, Inc. - San Diego, CA - 2014 to 2014

Assisted development team in preparation for the release of latest back-up and bare metal recovery software of Linux, AIX, and Solaris systems.

Tested multiple versions of Storix beta software on various operating system platforms.

Performed troubleshooting.

Suggested enhancements and features of latest software versions.

Freelance Researcher and Web Designer

Chula Vista, CA - 2005 to 2012

Global Trade Content Manager

Americas region, Open Harbor - San Carlos, CA - 2003 to 2004

As a member of Open Harbor's Global Trade Content Team, managed the automation of trade compliance and custom fees that regulate the North American and South American regions.

Researched, established and maintained vendor relationships domestically and internationally for the prompt delivery of trade tariffs and latest trade regulations.

Negotiated pricing with vendors and ensured delivery of payment.

Integrated complex trade regulations and custom fees in the software development process of the Open Harbor product solution.

Market Research Manager

Cheskin Research - San Francisco, CA

Managed all aspects of market research projects, including recruitment of respondents, vendor relations, data gathering, analysis and report writing; conducted focus groups, one-on-one interviews and ethnographic interviews.

Advised clients on product positioning for domestic and global branding campaigns.

Researched American, Japanese and European consumers to reposition the Duty Free Shop (DFS) brand in North America and Asia. Analyzed findings and recommended strategy for a global brand.

Conducted multilingual ad research in Los Angeles, Miami, Houston and Chicago to test, evaluate and create relevant advertising for S.C. Johnson, Johnson & Johnson, Jack in the Box and Quaker Oats.

Guided the design of consumer driven high-tech products emphasizing quality and functionality for Vulcan Design.

Project Officer

Department of Foreign Affairs and International Trade - Toronto, ON

Worked as part of the Hemisphere Summit Office to organize the Fifth Americas Business Forum, an international business and ministerial conference attended by over 1,000 business leaders and Trade Ministers.

Managed a series of business events in conjunction with the Alliance of Manufacturers and Exporters Canada to foster the development of strategic international business contacts among participants.

Consultant

Capilano University - Vancouver, BC

Advised on market entry, positioning and development of a post-graduate business program focused on Latin American Management for the Canadian and South American markets.

Prepared first program proposal submitted to the Canadian International Development Agency (CIDA) for initial funding.

Identified more than 200 private companies, NGOs, professional associations and educational institutions in Canada and South America interested in developing business relationships with the college.

Traveled to Brazil, Colombia, Chile, Argentina and Peru to introduce and promote the Latin American Management Program and to develop relationships in the region.

Built database with more than 300 contacts in South America and Canada and identified major decision-makers in each organization.

Formed part of the selection committee to hire faculty and staff for the project.

Commercial Assistant - Internship Position

Canadian High Commission - New Delhi, Delhi

Assisted in the organizing of trade shows, trade missions and business events.

Located distributors and made contacts in behalf of Canadian exporters in the Indian market.

Represented Canada in trade and business events.

EDUCATION

Frontend Web Development Certificate in HTML5, CSS3, LESS, Javascript

San Diego Continuing Education - San Diego, CA

2016

Web Server Maintenance and Security Certificate in Advanced Linux and Windows, PHP, Java, C#

San Diego Continuing Education - San Diego, CA

2014 to 2015

Graduate Diploma in Asia Pacific Management

McRae Institute of International Management, Capilano University - Vancouver, BC

Bachelor's in Political Science /French

University of Calgary - Calgary, AB

AWARDS

Achievement Award in Political Science

GROUPS

Legacy Corps - Volunteer

Provided respite to caregivers of veterans and military.

ADDITIONAL INFORMATION

References available upon request.