



## CATHARINA WASSINK

MARKETING LOVER, BUSINESS DEVELOPER,  
ENTHUSIASTIC INNOVATOR AND TEACHER

### PERSONAL PROFILE

I am an experienced and innovative marketing professional with extensive knowledge in project management, market research, social media and business management. I have a strong practical business vision with a high level of strategic business thinking. I am an enthusiastic teacher who is passionate about networking, motivating students and arousing their curiosity. I design my lessons to be relevant to life and practice.

### EDUCATION

- May 2022 - Course Workshop on International Virtual Collaborations (COIL). Universidad Veracruzana Mexico
- June 2020 Certificate - Social Media Marketing Google
- June 2020 Certificate - Tools for teaching and teleworking, "Global School of Business Empowerment and Entrepreneurship"
- 2016 Diploma focused on social networks, Sigo University in Margarita, Venezuela.
- 2011 - 2012 Diploma in Leadership-Inter-American Development Bank, Venezuela.
- 2008 - 2009 Diploma in Tourism - Valle del Momboy University, Valera, Trujillo, Venezuela
- 1999 - 2000 Coaching Training - Kalide Organization, in Caracas, Venezuela
- July 1986 - July 1989 Master in Business Administration, Specialization in Marketing, Catholic University "Andrés Bello " Caracas, Venezuela
- Oct 1977 - Dec 1983 Economist at the Catholic University, "Andrés Bello " Caracas, Venezuela
- 1977 - 1978 Professional Model - School and Modeling Agency Charmante, Caracas
- 1976 - 1977 High school diploma at East Mecklenburg High School, North Carolina, USA
- 1964 - 1976 High school diploma in humanities, international school, Venezuela

### WORK EXPERIENCE

#### SCHMALKALDEN, GERMANY

Nov. 2020 - July 2022 Project Manager/Marketing  
TGF Technology and Start-up Promotion Company Schmalkalden

Since October 2018 Lecturer for International Students: Personal Branding and Startup Thinking & Entrepreneurial Feeling and Principles of Marketing.  
University of Applied Sciences Schmalkalden

April 2019 - April 2020 Marketing Designer  
Glastueren24.de, Schmalkalden

#### VALERA, VENEZUELA

Nov. 2011 - to date Director of EMPRENDAMAS, Consulting Company to support entrepreneurship.

Sept. 2000 - Sept. 2019 Marketing Manager  
Casa Fácil C.A. (construction and real estate company). Responsible for public relations, marketing, sales and contact with banks. Marketing of "Centro Comercial Plaza Valera". casafacil.com.ve

JULY 2001 - JULY 2018 OWNER COSMETIC STORE VENEZUELA. PERSONI.

## MIAMI, UNITED STATES OF AMERICA

Feb. 2011 – Aug. 2011 Marketing Projects  
Casa Facil International: "Miles Rent a Car" and "Sazon Gourmet"

## VALERA, VENEZUELA

Sep. 1997 – July 2018 Professor of Marketing – Bachelor and Master  
UPTT/IUTET (Universidad Politécnica del Estado Trujillo)

Sep. 1991 – July 2018 Professor of Marketing – Bachelor's and Master's Degree  
Universidad Valle del Momboy, Trujillo.

Feb. 1995 – Nov. 2010 General Manager  
APRODET – Los Cedros (Association for the Promotion of Education in the State of Trujillo)

Sept. 1991 – July 1993 Director of the Department of Continuing Education and Masters  
Universidad Rafael Urdaneta extensión Valera.

## CARACAS, VENEZUELA

Feb. 1984 – Oct. 1990 Marketing Manager  
Schwarzkopf – Hoechst Remedia (CORINTA S.A.)

Nov. 1981 – Nov. 1990 Instructor of Modeling Schools  
Charmante C.A., Herman's

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## LANGUAGES

Spanish – Mother tongue

English – Fluent

German – Upper intermediate

French – Elementary

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## SOCIAL ENGAGEMENT - GERMANY

Since July 2022 – August 2023 Honorary Member for Rotary International eClub 4380

Since June 2019 Member of "Über den Tellerrand Schmalkalden"

Since Nov. 2018 Mentor for ThEx Mentoring Thuringia

Since Nov. 2018 Representative for Latin America at iENA (International Trade Fair Ideas)

July 2021 – August 2020

Since May 2020 Support in the organization of the monthly fair in English for foreigners

Since Feb. 2020 C9 – Capital Social Venezuela

July 2021 – August 2022 Honorary member Rotary Club eClub 4380

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## CONTACT



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