

STUDIES

Posgraduate - PhD	Doctor in Education Universidad Internacional Iberoamericana Campeche – Mexico 2021
Posgraduate - Master	Master in Marketing & Communication Universidad Columbia del Paraguay 2012
Postgraduate - Master	Master in Marketing & Social Communication Universidad El Salvador Buenos Aires – Argentina 2012
Bachelor's Degree	Accounting and Business Sciences Universidad Columbia del Paraguay Asuncion - Paraguay 1999
Higher Education	Senior Teaching in Ballet & Paraguayan Dance Academia de Danzas Lilú Torres Asuncion - Paraguay 1993
Higher Education	Higher Frech Diploma Alianza Francesa Asuncion - Paraguay 2000
High School	Bachelor of Science and Letters Colegio Nac. de la Capital Asuncion - Paraguay 1992
Otros	Intensive English Program Pittsburg State University Pittsburg - Kansas USA 1996 Expert PC Operator Infocenter 1992



PERSONAL INFORMATION

Name: Lydia Marcela Espínola Torres
Date of Birth: 14/09/1974
Nationality: Paraguayan
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CV

WORK EXPERIENCE

Professor of Costume and Classical Dance Choreography. Course on pedagogical subjects for dance teacher training Luque. 2017 – present.

Professor of Costume and Choreography of Classical and Paraguayan Dance and History of Dance. Teacher training course at Katty Ortega's Academy. 2020 - present.

Consultant for the Department of Pedagogical Management and Supervision. General Directorate of Education in Arts. March 2024.

Technical Consultant. Advisory Council of the General Directorate of Education in Arts. Ministry of Education and Culture. April - September 2016/2018.

Teacher and choreographer from the 1st to the 12th courses (Higher Education - Teacher training). Lilú Torres Dance Academy. 1993 - Present.

Teacher and choreographer of the Japanese School in Asuncion dependent of the Embassy of Japan. Exclusive for children of diplomats. 1998 - 2001 and 2016 - Present.

General Director of Marketing and Communications. Insight - Consultant. 2012 - 2018

Director of Marketing (design y audiovisual). Cibersons Group. 2010 - 2011

Brand & Accounts Manager. Advertising & Communication. LUPE (ENE S.A.) - Nasta Group. 2009 - 2010

General Manager. Vero International Medical Assistance S.A. 2007 - 2008

General Account Director. Link with Ogilvy & Mather. Strategic Planning. Publicitaria Nasta S.A. 2004 - 2006

Account Director. Marketing & Advertising. Oniria S.A. 2004

Account Executive. Biedermann Publicidad – McCann Erickson Worldwide. 2002 – 2003

Market Research Consulting. Assistant Consultant. Global Soft Drinks Report Paraguay & Peru. August - September 2002

Youth Professional Coca-Cola de Paraguay S.A. Core Brands & Marketing Research Assistant. 2001 - 2002

Director of Paraguayan Dance (Higher Education) at the Centro de Arte y Danza del Club de Sub Oficiales de la Policía Nacional. 1995 - 2001

Teacher and choreographer at Nihon Gakko School. 1998 - 2001

Accounting Assistant. Servín Abente y Asociados. 2000

Official translator. A.P.A. (Autores Paraguayo Asociados). English, French & Portuguese. 1998 - 2016

Computer Laboratory Consultant at Kelce School of Business. Pittsburg - Kansas - USA. 1996

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WORKS

Revision and reorganization of teaching hours in the Teacher Training Course of Paraguayan Dance. National Curriculum. Approved and implemented by the General Directorate of Arts Education. Ministry of Education and Science. March 2024

Pedagogical Subject-matter for Dance Virtual Modality Project. National Curriculum. Approved and implemented by the General Directorate of Arts Education. Ministry of Education and Science. 2023

National Program of Paraguayan Dance. Application and development. Higher Dance Education. Teachers Training Course in Paraguayan Dance. 2021

Preservation and promotion of the Paraguayan Dance Program. Project approved and developed jointly with de Vice-Ministry of Culture. 2021

Proposal of an educational model for learning and teaching dance in Paraguay. 2020

Study of the current situation of dance. Sectorial analysis. 2017/2018

Strategic planning and marketing positioning of La Veró Clinic. Using *Planning Multitool*. 2015

Strategic planning for BES brand. Using *Planning Multitool*. 2014

Brand positioning and brand image change of Dulce Manjar Brand and its product lines. Using *Planning Multitool*. 2013.

Creation of *Planing Multitool*. Branding analysis, strategic planning and possitionng brands tool. 2012

Launch of Powerade in Paraguay. Repositioning of Johnnie Walker Red Label. Launch of the Designated Driver campaign "Join the Pact" with Mika Häkkinen. Johnnie Walker. Launch of the Sedal Co-creators campaign. 2009

Launching, monitoring, marketing campaigns (ATL, BTL, TTL), communication and advertising of brands in the local market such as: Coca-Cola, Fanta, Sprite, Schweppes, Taca Airlines, Novalgina, Rexona, Omo, Sedal, Dove, Axe, Hellmann's, Knor, Pall Mall, Johnnie Walker, Smirnoff Ice, Dark Dog, Lasca, Nestlé, Tigo, Stella Artois, Kraft, Terrabusi, Miller, Electropar, Niko, La Consolidada de Seguros, among others.

Pilar S.A. image change. Training of employees on the new brand image.

Use of the Guarani language in Coca-Cola advertising. 2001

CV

TRAVEL AND TRAINING

Electroning billing update course. Gestión Contable Paraguay. Asuncion, Paraguay. February, 2025

Tax Compliance Officer. Gestión Contable Paraguay. Asuncion, Paraguay. September, 2024

Classical Dance Technique. Héctor Barriles. Buenos Aires, Argentina. July, 2024

Technological Resources for Virtual Education in Arts. Asuncion, Paraguay. February, 2024

Import/Export update course. Gestión Contable Paraguay. Asuncion, Paraguay. November, 2022

Tax Update. Fotriem (Higher Institute of Tax, Commercial and Administrative Training). Asuncion, Paraguay. November, 2021

MKTRENDS, Asuncion, Paraguay. March, 2016

Workshop on Scientific Research Methodology. FUNIBER. Asuncion, Paraguay. June, 2015

Education in the 21st Century in the Information Society. Santiago Tejedor. Asuncion, Paraguay. March, 2015

Master Classes. Teaching Techniques applied to dance. Dr. Olivier Pascalín (France). Asuncion, Paraguay. May 2014

Political Marketing. Master Class. Universidad Columbia del Paraguay. Junio, 2012

Training Seminar. Regional development, competitiveness, clusters. Dr. Roberto Reyes Rivera. February, 2012

Strategic Marketing. Elastic Strategy. Asuncion, Paraguay. May, 2009

Digital Media. Nicolas Manoilloff. Asuncion, Paraguay. June, 2009

Classical Dance Technique. Olga Ferri and Marissa Ferri. Buenos Aires, Argentina. February 2009

Financial Mathematics. Cooperativa Universitaria. April, 2007

Megatrends. Escuela Superior de Creativos de Argentina. Asunción, Paraguay. August, 2006

Direct Marketing. Roberto Paxot (Regional Creative General Director). Latin America Division. OgilvyOne. Nasta Advertising. Asuncion, Paraguay. April, 2006

Media Innovation. Andres Gomez (G). Media Edge:Co. Nasta Advertising. Asuncion, Paraguay. March, 2006

Writing I, II & III (general and creative writing). Imago Comunicación. Asuncion, Paraguay. January – February, 2006

Marketing and Advertising Communication. Universidad del Salvador. Buenos Aires, Argentina. September, 2005

Physical Preparation for Dance. Instituto Superior de Arte del Teatro Colón. Buenos Aires, Argentina. February, 2001

RESUME

TRAVEL AND TRAINING

Classical Dance Technique. Instituto Superior de Arte del Teatro Colón. Buenos Aires, Argentina. February, 2001.

Latin American Meeting of Business Administration. "Administration: A New Approach to Professional Globalization." Buenos Aires, Argentina. October, 1998

Classical Dance Technique. Tessa Beaumont. Paris, France. January– February, 1998

French Language Reinforcement. Alliance française. Paris, France. January– February 1998

As a dancer participates in several international dance festivals in Brazil, Peru, Argentina, Chile, Israel, among others.

As a choreographer and teacher: Argentina, Chile, Peru and Brazil.

As a dance student: Argentina (Teatro Colón), Chile (Teatro Municipal de Santiago), Spain, France, Italy, England, Switzerland, USA (in private institutes).

PRESENTATIONS

Influences of European Dances on Paraguayan Dances. 85th International Congress of Folk Dance (online). Universidad Autónoma. Campeche, Mexico. July 2022

Preservation and promotion of Paraguayan Dance National Program . National Secretariat of Culture. Asuncion, Paraguay. September 2021

Implementation and development of the National Program of Paraguayan Dance. Training course for teachers in the area of Paraguayan dance. Asunción, Paraguay. March 2021

Dance in a scientific context. 133rd CIAD International Dance Congress Itinerant Online December, 2020

The staging. 111th International Dance Congress CIAD Itinerant Online Paraguay. August, 2020

Dance Teacher Training in Paraguay in Higher Education. World Forum of Dance Professionals. Buenos Aires, Argentina. September 2017

Dance in the Framework of Cultural Promotion. Art Cultivators. First course for cultural promoters, managers and disseminators organized by the Honorable Cámara de Diputados. Asuncion, Paraguay. June 2016

Presentation on the Basic Document that regulates the study of dance in Paraguay. Bicameral Hall of the National Congress. Asuncion, Paraguay. April 2014

Master Class. Strategic Marketing Planning. Universidad Columbia del Paraguay. November, 2012

Master Class. Strategic Brand Planning. UPAP. October, 2012

RESUME

PUBLICATIONS

Dance teacher training in Paraguay: proposal of an educational model based on cognitive-constructivist theories. Doctoral Thesis – Universidad Internacional Iberoamericana.
<https://repositorio.unini.edu.mx/id/eprint/550/>

Dance in a Scientific Context for Teacher Education. Global Journal of Human-Social Science: A Arts & Humanities – Psychology. Vol 21, Issue 14, 2021
<https://socialscienceresearch.org/index.php/GJHSS/article/view/3889>

Formalization of the study of dance in Paraguay. MSL Educational Research. Vol 4, N° 1, 2020
DOI <https://doi.org/10.29314/mlser.v4i1.222>

AWARDS AND MERITS

President of the Asociación de Profesionales de la Danza Asunción (APDA). April 2024 - present.

Honorary Diploma in recognition of the contribution as a teacher and manager to the establishment and consolidation of classical dance in Paraguay. Buenos Aires, Argentina. July, 2024

Jury member in Competitions of the Interamerican Confederation of Dance Professionals.
2014 - 2015 - 2019.

CIAD San Bernardino 2019 Competition. First prize Choreography Free Classical Children's
Choreography. First prize Choreography Classic Free Senior Choreography. February, 2019

Recognition for the contribution to Culture and Art Education through Dance. Honorable Chamber of Deputies. National Congress of the Nation. Asuncion, Paraguay. November, 2017

Diploma of Honor for Teaching in Dance. International Dance Confederation (CIAD). La Cumbre, Córdoba, Argentina. January, 2013

Honor to the Merit for trajectory in Dance (International Confederation of Dances (CIAD). June, 2012

Ciad Encarnación Competition 2012. Second prize in Classic Free choreography. Encarnación, Paraguay
July 2012

Ciad Cancun Competition 2012. First prize Choreography Free Classic Junior I
First Prize Choreography Free Classical Junior II
First Prize Choreography Lyrical Jazz Choreography Junior Duo II
First prize Choreography Lyrical Jazz Choreography Junior Group II
Second prize Choreography Classical Free Junior I
Cancun, Mexico. November 2012

First Prize Choreography Paraguayan Dance Junior Group I. Resistencia, Argentina. July, 1998