

# Salyna Guanajuato

Adjunct Faculty  
Southwest Texas Junior College  
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## EDUCATION

University of Arizona, Tucson, Arizona  
 Eller College of Management  
 - Bachelor of Science in Business Administration, 2010  
 Major: Marketing; Minor: General Business  
 - Bachelor of Arts in Economics, 2010  
 Minor: Spanish

University of the Incarnate Word, San Antonio, Texas  
HEB School of Business and Administration  
 - Master of Business Administration, 2012  
 Concentration: Marketing

## COLLEGE TEACHING/EXPERIENCE

2 Years Teaching Experience

## PREVIOUS EXPERIENCE

5 Years Marketing/Sales/Managerial Experience

## HONORS AND AWARDS

Research Presenter - 3rd Annual Medical Research Tourism Conference, 2012

## PUBLICATIONS

Guiry, M. and Guanajuato, S. (2013) 'Bumrungrad International Hospital's Brand Personality: A Content Analysis of Medical Tourists' Online Patient Testimonials', Int. J. Leisure and Tourism Marketing, Vol. 3, No. 4, pp. 328- 343.

## RESEARCH EXPERIENCE

Brand Personality, Consumer Perception, Brand Management

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