



**MASSIEL MUÑOZ, MBA**

*Curriculum Vitae*

1201 West University Dr., ESTUN 2.316, Edinburg, Texas, 78539

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**EDUCATION**

The University of Texas Rio Grande Valley, Edinburg, TX

**Master of Business Administration**

**Summer 2018**

University of North Texas, Denton, TX

**B.S. Hospitality Management**

**Summer 2008**

**TEACHING EXPERIENCE**

The University of Texas Rio Grande Valley, Edinburg, TX

**Instructor – HOST 1301 Intro to Hospitality & Tourism**

**Department of Hospitality & Tourism Management**

**Fall 2020 - Present**

Introductory course covering, career opportunities, current issues, and industry trends.

**Instructor – HOST 3320 Int. Travel and Tourism**

**Department of Hospitality & Tourism Management**

**Spring 2021, Spring 2020**

Course covers key concept of global travel and tourism from a holistic perspective.

**Instructor – HOST 3300 Lodging Management**

**Department of Hospitality & Tourism Management**

**Fall 2020**

Course covers components of the lodging industry.

**Instructor – HOST 3300 Hospitality Practicum**

**Department of Hospitality & Tourism Management**

**Spring 2020, Summer 2020**

A 600-hour hospitality-related internship course.

**TEACHING PHILOSOPHY**

I believe that teaching should be interactive and engaging. In the context of some disciplines the experiences of practitioners, such as myself, are critical to the learning environment. My primary goal as an educator is to empower students to take ownership of their professional toolbox and focus on building an arsenal of practical skills and knowledge. Merging academic research and praxis are key components of my classroom.

## PROFESSIONAL EXPERIENCE

The University of Texas Rio Grande Valley, Edinburg, TX

**Assistant Director, Student Union****May 2014—Present**

Responsible for daily functions and facility operations. Determine efficient use of all designated facility spaces; administer and maintain facilities reservations; supervise student staff. Implement and evaluate student programs and services.

Great Wolf Lodge, Grapevine, TX

**Conference Service Manager, Sales & Catering****January 2010 —May 2014**

Responsible for successfully servicing all groups utilizing meeting spaces. Act as a liaison between hotel and contracted group. Created Banquet Event Orders detailing group's catering needs, special rates and special negotiations, VIP's, meeting room set up, AV, and all special instructions.

The EXPO Group, Irving, TX

**Customer Account Manager****August 2008—January 2010**

Manage trade show exhibitor's accounts, booth's needs pre-, during and post- trade show.

Bridal Shows Inc., Addison, TX

**Show Staff****August 2004—August 2008**

Customer service staff. Supported exhibitor's booth staff pre-, and post- trade show.

## CONFERENCES ATTENDED

The Americas Lodging Investment Summit

**January 2020**

ACUI Annual Region II Conference

**November 2016 - 2021**

ACCED-i 39<sup>th</sup> Annual Conference

**March 2018, 2019**

## CONFERENCE PRESENTATION

**Presenter**, "Montessori Method, Education for Life,"

**February 2023**

ACUI Annual Conference, Boston, TX

**Presenter**, "Level Up Student Staff Training Development,"

**October 2022**

ACUI Region II Conference, Huntsville, TX

**Presenter**, "Creating an Event Planners Network,"

**November 2018**

ACUI Region II Conference, Denton, TX

## MENTORING

UTRGV Department of Hospitality & Tourism Management,  
Conference Faculty Advisor

**Spring 2020 - Present**

Event Planner's Network, Organizer

**October 2015 – Present**

Student Union Advisor Board, Ex-officio –  
The University of Texas Rio Grande Valley  
Residence Hall Association, Co-Advisor  
– The University of Texas Pan-American  
Emerging Wolves Program, Advisor – Great Wolf Lodge

**October 2015 – Present**

**June 2014 – September 2015**

**January 2010 – August 2012**

PROFESSIONAL MEMBERSHIPS

Association of College Union International  
Association of Collegiate Conference & Events Directors Intl.

**January 2017 – Present**

**October 2015 – March 2020**

COMMITTEE

Return to Campus Taskforce Events Subcommittee  
Return to Campus Taskforce Subcommittee  
UTRGV Lead, Impact, Transform: Spirit Scholarship Committee

**March 2020 - Present**

**March 2020 - Present**

**March 2019 – Present**