

# Julio Alberto Morales Viscaya

## Bachelor of Physical Exercise Science

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Santa Catarina, Nuevo León



## PROFILE

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Bachelor in Physical Exercise Science with extensive experience in key areas of sports science, having worked in prestigious institutions and companies in academic, social, and business environments. My education has allowed me to not only develop and manage environments related to physical/sports culture but also to design and implement workshops that promote social responsibility. Through these activities, I have significantly contributed to strengthening the sense of community and social cohesion, creating spaces where sports act as a catalyst to unite people and foster shared values in various contexts.

## PROFESIONAL EXPERIENCE

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📌 **Director of Student Experience** – Universidad del Valle de México (UVM)  
November 2023 – Present (Monterrey, Nuevo León)

📌 **Manager / Unit Leader** – Smartfit  
November 2022 – November 2023 (San Pedro Garza García, Nuevo León)

📌 **General Manager** – OneGym  
February 2022 – November 2022 (San Pedro Garza García, Nuevo León)

📌 **Sports Coordinator** – Urban Fitness  
2020 – 2022 (Ciudad Obregón, Sonora)

📌 **Representative Teams Sports Coordinator** – Instituto Tecnológico de Sonora (ITSON)  
2018 – 2020 (Ciudad Obregón, Sonora)

📌 **Sports Methodology Coordinator** – Instituto Tecnológico de Sonora (ITSON)  
2010 – 2018 (Ciudad Obregón, Sonora)

📌 **Professor/Academic Lecturer (Bachelor's level)** – Various institutions  
2010 – 2022

## SKILLS

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- Strategic Planning
- Social Culture
- Logistics and Quality
- Conflict Resolution
- Digital Skills
- Social Responsibility
- Project Management
- Sports Training
- Methodology
- Teaching
- Documentation and Processes
- Leadership and Motivation
- Sports Management
- Team Management
- KPIs

## EDUCATION

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- 2022-2024 **Doctorate in Physical Culture Sciences**  
**Autonomous University of Nuevo León**  
*Currently pursuing*
- ☐ 2020-2022 **Master's in Physical Activity and Sports**  
**Autonomous University of Nuevo León**  
*Specialization in Health Promotion*
- ☐ 2019 **Diploma in Sports Management**  
**Latin American Technological University**
- ☐ 2013-2016 **Master's in Logistics and Quality Engineering**  
**Instituto Tecnológico de Sonora**  
*Degree in process*
- ☐ 2016 **Diploma in Human Resources**  
**Instituto Tecnológico de Sonora**
- ☐ 2014-2015 **Diploma in Sports Training**  
**Instituto Tecnológico de Sonora**
- ☐ 2006-2011 **Bachelor of Physical Exercise Science**  
**Instituto Tecnológico de Sonora**

## Languages

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Spanish: Native

English: Advanced

## ADDITIONAL INFORMATION AND EXPERIENCE

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- Specialized training in physical composition analysis and evaluation
- Strong certified digital skills
- Human Development
- Social Responsibility
- Deep knowledge in nutrition and applied technology
- Expert in physical development and health promotion
- Comprehensive Life Coaching training
- Extensive experience in leadership and team management
- Designer of methodologies for physical preparation
- High-performance athlete and national medalist in Karate-do
- Extensive experience as a speaker, workshop leader, and article reviewer