



DANIELA MARTIN

PRODUCER // RESEARCHER

CONTACT

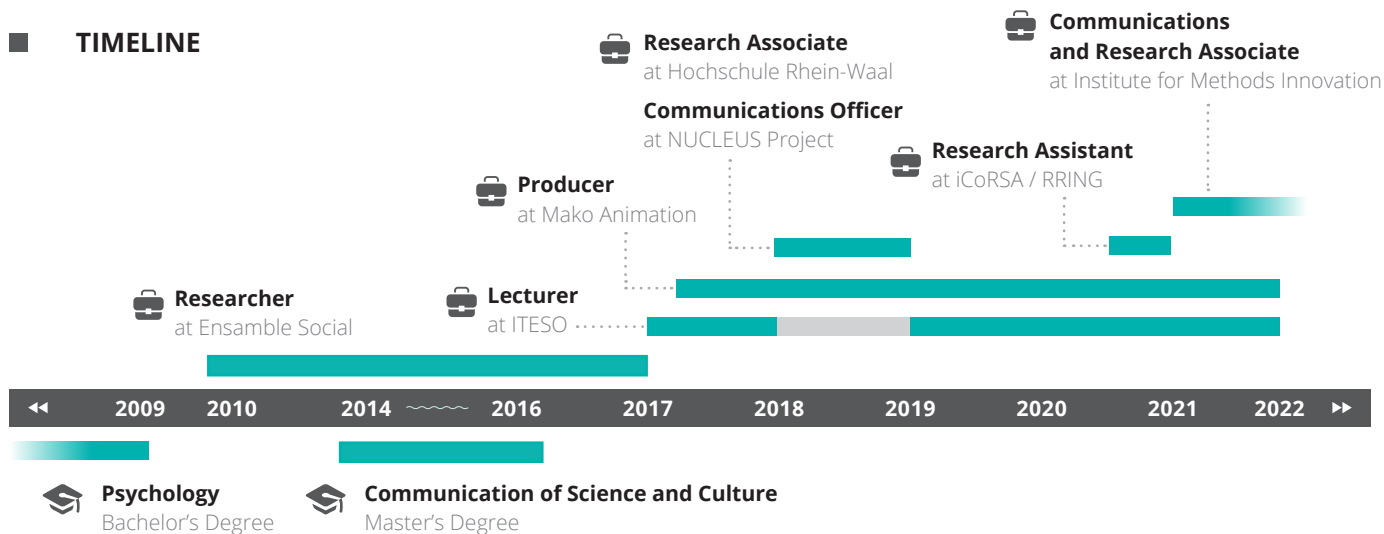
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hola@danielamartin.net


Visit my website for an extensive overview of my profile www.danielamartin.net

I am a producer and researcher with a background in science communication, social psychology and urbanism. I have been a consultant in strategic communication, and social and cultural management for governments, universities and international organizations. I have teaching experience and methodological expertise in social sciences and humanities research methods. I also have an extensive experience in communication and media production.

TIMELINE



SELECTED WORK EXPERIENCE



May 2021 - Present Remote work

Communications and Research Associate / IMI

Internal and external project communication. Responsible of media releases, audio and video production, newsletters and website texts, as well as social media management. Qualitative social science analysis and report writing. Preparing documents for academic publication and non-academic dissemination.



Jan 2017 - Apr 2018 / Aug 2019 - Jan 2022 Guadalajara, México

Lecturer / ITESO

- Discourse Analysis (2019 - 2022).
- Science Communication (2019 - 2022) - Coordinator.
- Museums and Community (2017-2018).



Jun 2017 - Mar 2022 Guadalajara, México


Producer / Mako Animation

Responsible of maintaining the projects on schedule and under budget, developing distribution plans, researching topics for each one of the projects, and closely following the story, tone and content of each product.

WORK BALANCE



EDUCATION



Master's Degree in Communication of Science and Culture
ITESO / University of Central Florida

Thesis: The symbolic construction of the future in scientific-technological discourses of cultural industries: the EPCOT as a case study.

2014-2016



Bachelor's Degree in Psychology
ITESO

Thesis: Social management for the design of accessible public spaces.

2004-2009



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SELECTED WORK EXPERIENCE (CONT.)



May 2018 - July 2019 Kleve, Germany

Research Associate / Hochschule Rhein-Waal

Teaching in the Science Communication Degree Programme, management and support with course materials and field trips, co-supervision of final theses and student projects, and coordination of the Cross-media Production Lab.



May 2018 - July 2019 Kleve, Germany

Communications Officer / NUCLEUS Project

Internal and external project communication. Responsible of media releases, audio and video production, newsletters and website texts, as well as social media management. Support in project administration, and reporting and event management.



Jan 2010 - May 2017 Guadalajara, México

Researcher / Ensemble

Based on an extensive professional experience in the fields of city-management and science communication, Ensemble supports local stakeholders, policy makers, universities and international organizations by encouraging inclusive communication formats and strategic approaches connecting institutions, cities and civil society.

BOOKS



Martin Segura, D. (2019). **La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio.** Guadalajara, Mexico: ITESO. ISBN 978-607-8616-55-8

RECENT PUBLICATIONS



Martin, D. (2021). **Proyecto COM100-CIA: Ciencia con y para la Sociedad.** In Herrera-Lima, Orozco and Pantoja (Coords.). *Comunicar Ciencia en México: Fundamentos, Estudios y Experiencias.* Guadalajara, Jalisco: ITESO. ISBN 978-607-8768-52-3

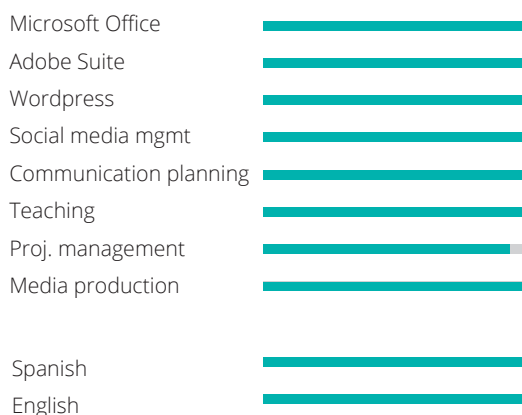


Martin, D. (2019). **EPCOT theme park as a science communication space: the Test Track case.** *Journal of Science Communication*, 18 (04). DOI <https://doi.org/10.22323/2.18040209>



Martin, D. (2018). **Disney y su construcción simbólica del futuro** in Herrera-Lima & Orozco (Coords.), *Comunicar Ciencia en México: Prácticas y Escenarios.* Guadalajara, Jalisco: ITESO. ISBN 978-607-8616-39-8

PROFESSIONAL SKILLS



INTERNATIONAL EXPERIENCE



REFERENCES

Dr. Eric Jensen

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Dr. Susana Herrera

Professor / Research Associate
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