

DANIELA MARTIN SEGURA

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SUMMARY

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

EDUCATION

- 2016 **Visiting Student.** English Department.
University of Central Florida.
Orlando, Florida, USA.
Supervisor: Dr. Anthony Grajeda.
- 2014 - 2016 **MA.** Communication of Science and Culture.
ITESO, Jesuit University of Guadalajara.
Guadalajara, Mexico.
Thesis: The symbolic construction of the future in scientific-technological discourses of cultural industries: the EPCOT as a case study.
- 2004 - 2009 **BA.** Psychology.
ITESO, Jesuit University of Guadalajara.
Guadalajara, Mexico.
Thesis: Social management for the design of accessible public spaces.

GRANT-FUNDED PROJECTS

AURORA

European Commission Horizon2020 Research and Innovation (2021-2025)

Budget: €4,786,456 | www.aurora-h2020.eu

Communications Associate. Responsible for the visual and graphic design of external communication.

GlobalSCAPE: Global Science Communication and Perception

European Commission Horizon2020 Research and Innovation (2021-2023)

Budget: €1,199,937 | www.global-scape.eu

Research Associate. Support in the design and translation of research instruments.

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

Communications and Research Associate. Responsible for internal and external project communication as well as stakeholder management.

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018–2021)

Budget: ~€3 million | www.rring.eu

Science Communication Specialist. Support in qualitative social science analysis and report writing focused on UNESCO Recommendation on Science and Scientific Researchers.

NUCLEUS: New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions

European Commission Horizon2020 Research and Innovation (2014-2020)

Budget: ~€4 million | www.nucleus-project.eu

Communications Officer. Responsible for the internal and external project communication.

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

BOOK CHAPTERS

Martin, D. (2021). Proyecto COM100-CIA: Ciencia con y para la Sociedad. In S. Herrera-Lima, C. Orozco and A. Pantoja (Coords.). *Comunicar Ciencia en México: Fundamentos, Estudios y Experiencias*. Guadalajara, Jalisco: ITESO.

ISBN 978-607-8768-52-3

Martin Segura, D. (2018). Disney y su construcción simbólica del futuro. In S. Herrera-Lima and C. Orozco (Coords.), *Comunicar Ciencia en Mexico: Prácticas y Escenarios*. Guadalajara, Mexico: ITESO.

ISBN 978-607-8616-39-8

PEER-REVIEWED ARTICLES

Martin, D. (2019). 'EPCOT theme park as a science communication space: the Test Track case'. *JCOM* 18 (04).

DOI <https://doi.org/10.22323/2.18040209>

Herrera-Lima, S. and Martin, D. (2018). 'Promised future and possible future: science communication and technology at World's Fairs and theme parks'. *JCOM* 17 (03).

DOI <https://doi.org/10.22323/2.17030204>

OTHER RESEARCH PUBLICATIONS

Jensen, E., Lorenz, L., Geck, A., van Zuydam, L., Martin, D., Smith, B., Wagoner, B., Rademan, L., Foulds, C., Fox, E., Khalid, R., Sule, O., Cummings, J., Sahan, K., Landeweerd, L., Zwart, H. and Kingsley, U. (2021). *State of the Art of RRI in the Five UNESCO World Regions*. Zenodo.

DOI <https://doi.org/10.5281/zenodo.4926175>

Martin, D. and Regan, L. (2019). *Lessons from the Implementation of RRI in Universities and Scientific Institutions*. Kleve, Germany: NUCLEUS Project. Available at <https://bit.ly/3lqo2xK>

Martin, D. and Regan, L. (2018). *Bringing RRI to Life in Universities and Scientific Institutions*. Kleve, Germany: NUCLEUS Project. Available at <https://bit.ly/3FUbdKz>

Martin, D. (2016). *La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio*. Master's Thesis. Guadalajara, México: ITESO. Available at <https://rei.iteso.mx/handle/11117/4339>

Martin, D., Payró, P. and Castañón, R. (2016). El difuso derecho a hacer ciudad. In *Informe sobre la situación de los derechos humanos en Jalisco, Mexico, 2016* (pp. 12- 19). Guadalajara, Jalisco: Centro de Justicia para la Paz y el Desarrollo, A.C. Available at <https://bit.ly/2PzjPvQ>

Martin, D. (2009). *Gestión social para el diseño de espacios públicos accesibles*. Bachelor Thesis. Guadalajara, Mexico: ITESO.

PRESENTATIONS

Martin, D. (2021). *Theme parks as science communication spaces: the EPCOT case*. Visual online presentation at Public Communication of Science and Technology (PCST) Conference 2020+1. Available at <https://bit.ly/3GSJye8>

Martin, D. (2015). *Gestión cultural en contextos urbanos contemporáneos: nuevas heterotopías*. Presentation at the VII Congreso Nacional de Psicología Social: El Proyecto de la Psicología Social.

GRANTS

2020 - 2021

Wellcome Bursaries

Grant to attend the PCST 2020+1 Conference.

2016

National Council of Science and Technology | Mexico

Grant for academic stay at University of Central Florida.

Mixed Grant CONACyT.

2014 – 2016

National Council of Science and Technology | Mexico

Grant for graduate studies.

National Program for Quality Graduate Studies grant. CONACyT.

PROFESSIONAL EXPERIENCE

2021 - Present

Communications and Research Associate

Institute for Methods Innovation

- Responsible for designing and implementing internal and external communication strategies for IMI and each of its projects.
- Audio and video production, newsletters and web development, as well as social media management.
- Support in project administration and event management.
- Qualitative social science analysis and report writing.
- Preparing documents for academic publication and non-academic dissemination.
- Preparing and editing deliverable reports and related documents.
- Conducting desk-based research to support the analysis work.

2017 – 2022

Producer / Editor

Mako Animation Studio (Guadalajara, Mexico)

- Developed storytelling ideas and pitches.
- Maintained projects on schedule and under budget.
- Developed marketing and distribution plans.
- Edited scripts.
- Acted as a liaison between executives and creatives, ensuring the production process worked both financially and creatively.

2020 – 2021

Science Communication Specialist

International Consortium of Research Staff Associations (ICoRSA)

Contributor to the work of ICoRSA under WP2, WP3, WP4, WP6 and/or WP7 of the RRING project.

- Qualitative social science analysis and report writing.
- Prepared documents for academic publication and non-academic dissemination.
- Prepared and edited deliverable reports and related documents.
- Conducted desk-based research to support the analysis work.

2018 – 2019

Research Associate. Faculty of Technology and Bionics.

Rhine-Waal University of Applied Sciences (Kleve, Germany)

- Delivered lectures to undergraduate students of the bachelor's degree in Science Communication.
- Organized field trips.

- Developed course curricula and content.
- Co-supervised final theses and student projects.
- Responsible for the Cross-media Production Lab.

2018 – 2019

Communications Officer. EU's Horizon 2020 NUCLEUS Project.

Rhine-Waal University of Applied Sciences (Kleve, Germany)

- 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, reporting and event management.

2010 - 2017

Researcher

Ensamble Social (Guadalajara, Mexico)

Based on an extensive professional experience in the fields of city-management and science communication, Ensamble Social supported local and international stakeholders by encouraging innovative communication formats and strategic approaches connecting scientific institutions, cities and civil society. Some of our clients included governments, universities and international research organizations like UN-Habitat and the French National Research Agency.

TEACHING EXPERIENCE

2019 – 2022

Professor. Sociocultural Studies Department.

ITESO, Jesuit University of Guadalajara.

Guadalajara, Mexico.

- Discourse Analysis
- Science Communication

2018 – 2019

Research Associate. Faculty of Technology and Bionics.

Rhine-Waal University of Applied Sciences. Kleve, Germany.

- Print & Web, TV & Radio
- Interactive Media
- Data-driven Journalism
- Freelance Journalism
- Comparative International Media Studies
- Storytelling & Science Fiction
- Ethical, Legal and Social Implications of Science
- Media Production Technologies
- Innovative Online Formats
- Public Engagement

2017 – 2018

Associate Professor. Sociocultural Studies Department.

ITESO, Jesuit University of Guadalajara.

Guadalajara, Mexico.

- Museums and Community

AFFILIATIONS

Public Communication of Science and Technology (PCST) network

TECHNICAL SKILLS

Microsoft Office (Excel, Word, PowerPoint)

Google Suite (Sheets, Docs, Slides)

Adobe Suite (Illustrator, Premiere, AfterEffects, Audition)

Web Design (Wordpress, HTML)

LANGUAGES

Native Spanish

English Proficiency

Elementary Russian