

DANIELA MARTIN

BA, MA

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.

CAREER HISTORY

Relevant Highlights

2022 - Present

Research Associate | *INSCICO gGmbH*

Horizon 2020 funded EU-Project AURORA

- Internal and external project communication.
- Web development and design.
- Media production: graphic design, audio, and video production.

2021 - Present

Director of Communications | *Institute for Methods Innovation*

- Lead key projects and management responsibilities in the organization.
- Contribute to defining the strategic direction of the organization as a senior leader.
- Develop and execute comprehensive communication strategies and plans.
- Manage and oversee the company's public and media relations efforts.
- Create and disseminate external communication materials.
- Lead communication planning efforts and manage the company's social media and online presence (including websites).
- Oversee the production of marketing and promotional materials, including the use of AI tools.
- Efficiently manage the budget and resources for the communications department, track ROI on communication initiatives.
- Maximize the efficiency and effectiveness of communications strategies, plans, and techniques (particularly in the use of technology).
- Oversee communication staff, including line management, with a focus on productivity and value-for-money for the organization.
- Work as a subject matter expert on cross-functional teams, including delivering expertise in science communication, design, and communication research.

2020 – 2021

Science Communication Specialist | 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 | Rhine-Waal University

- 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 | Rhine-Waal University

Horizon 2020 funded EU-Project NUCLEUS

- 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.

2017 – 2022

Producer / Editor | Mako Animation Studio

- 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.

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.

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

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755

AURORA: Achieving a new European Energy Awareness

European Commission Horizon2020 Research and Innovation (2021-2025)

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

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

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018–2021)

Budget: ~€3 million | www.rring.eu

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

PUBLICATIONS

Books

Martin, 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

Chapters in Edited Books

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, 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

Articles in International Peer-reviewed Journals

Martin, D. (2019). EPCOT theme park as a science communication space: the Test Track case. *JCOM*, 18(04). DOI: 10.22323/2.18040209

Herrera-Lima, S. & Martin, D. (2018). Promised future and possible future: science communication and technology at World's Fairs and theme parks. *JCOM*, 17(03). DOI: 10.22323/2.17030204

Professional Publications (selected)

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. & Kingsley, U. (2021). *State of the Art of RRI in the Five UNESCO World Regions*. Zenodo. DOI: 10.5281/zenodo.4926175

Martin, D., Jensen, E., Wagoner, B. & Lorenz, L. (2021). *Supporting UNESCO Member States in Evidencing 10 Key Priority Areas - Measures and Indicators for Lithuania, Serbia and South Africa*. DOI: 10.5281/zenodo.4912589

Martin, D. & 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://shorturl.at/muxJR>

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>

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

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| 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. |

TEACHING EXPERIENCE

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|-------------|---|
| 2019 - 2022 | Professor. Sociocultural Studies Department
<i>ITESO, Jesuit University of Guadalajara Guadalajara, Mexico</i> <ul style="list-style-type: none">• Discourse Analysis• Science Communication |
| 2018 - 2019 | Research Associate. Faculty of Technology and Bionics.
<i>Rhine-Waal University of Applied Sciences Kleve, Germany</i> <ul style="list-style-type: none">• 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

Office: Word, Excel, Powerpoint

Management: ClickUp, Trello

Webdesign: WordPress, HTML, CSS, PHP

Design: InDesign, Illustrator, Photoshop, Adobe XD

Video/audio: Adobe Premiere, Adobe AfterEffects, Adobe Audition, DaVinci Resolve

LANGUAGES

Native Spanish

English Proficiency