

# CURRÍCULUM VITAE

## Part A. PERSONAL DATA

**CVA date**

09/16/2020

Name and surname	Marta Perlado Lamo de Espinosa		
Investigator identification number	Researcher ID	L-4254-2017	
	ORCID code	0000-0002-7476-0809	

### A.1. Current professional status

Organism	Nebrija University		
Dept. / Center	Advertising Department / Faculty of Communication and Arts		
Direction	C / Santa Cruz de Marcenado, 27		
Phone	+34 914521100	Email	<a href="mailto:mperlado@nebrija.es">mperlado@nebrija.es</a>
Professional category	Director Professor (equivalent to Professor)		
Spec. cod. UNESCO	531101 - Advertising; 531105 - Marketing		
Keywords	Digital communication, audience research, media planning, skills and professional profiles		

### A.2. Academic training

Bachelor / Degree / Doctorate	College	Year
Doctor in Information Sciences. Techniques and processes in the creation of images: social and aesthetic applications	Complutense University of Madrid	1999
Degree in Information Sciences. (Advertising and Public Relations Section)	Complutense University of Madrid	1989

### A.3. General indicators of teaching quality and scientific production

JCR-Q1 Publications	4 (2018 and 2020)
Dating in Google Scholar	256 • Annual average: h-index: 7 • i10-index: 6
Profile in <a href="#">Research Gate</a>	8.88 Score • 60 citations • 2,270 reads
Six-year research	1 six-year term 'alive' CNEAI (section 2005-2019)
Current competitive research projects	COMPENSA project. "Digital Competences for the Employability of People with Disabilities in the Audiovisual Sector". Principal Researcher Nebrija University. PID2019-105398RB-C21. June 2020-2022
Theses supervised and defended	3 (highest rating)
Teaching accreditation	Contracted Doctor and Private University Professor (2008)
Other mentions	Annual Mention of Research Quality 2014-2015 corresponding to the Faculty of CC. CC, according to the OTRI indicator of the Nebrija University. Obtaining "Very Favorable" (maximum qualification) for the Docentia program in the periods 2006/08, 2012/13 and 2016/17.

## **Part B. FREE SUMMARY OF THE CURRICULUM**

Marta Perlado Lamo de Espinosa (Madrid, 1966) has a degree in Information Sciences (Advertising and Public Relations Section) from the Complutense University of Madrid (1989) and a Ph.D. in Information Sciences (Outstanding "Cum Laude") from the Techniques and Processes in Image Creation Program: Social and Aesthetic Applications of the Complutense University of Madrid (1999). She has worked for advertising agencies such as Valmorisco Asociados or AGR Agropubli.

**Contracted professor doctor** at the Antonio de Nebrija University (Professor Director category, equivalent to Professor), she is a professor at the Nebrija University since 1994 where she has taught in Advertising and Public Relations, a degree in Advertising and Public Relations and Masters in Advertising, among others, in subjects such as Audience Research, Media Planning or Advertising Structures. Likewise, she has collaborated as a professor and lecturer at the Complutense University of Madrid and in various training centers and Business Schools. Her teaching activity is supported by favorable results in numerous student surveys, as well as by the evaluation processes of the Docencia program. Throughout her academic career she has taken multiple courses of specialization and updating of her field of knowledge.

In the field of academic management, she is currently Dean of the Faculty of Communication and Arts at the Antonio de Nebrija University (since 2013) and has been Vice Dean, Head of Advertising Studies, Director of the Department of Advertising and Marketing, and Academic Coordinator of the Advertising Section at the same university.

His research activity is focused on two lines; on the one hand, in the media, audiences, media planning and digital communication and, on the other, in the competencies and professional profiles related to communication. Relevant publications and studies are derived from both. She is a member of the research group on innovation in communication and media (INNOMEDIA) of the Faculty of Communication and Arts of the Nebrija University. She has been IP of the R + D + i PROJECT. "MARKETNET-Thematic training and advisory channel on updated online marketing techniques" (2009) National / Cooperative Project (Tractor Avanza) of the Ministry of Industry, Tourism and Commerce, as well as IP of the PROJECT "TICOMCOR Study. Research of University Degrees in Corporate Communication in Spain:

Author of Mass Media Planning (Mc Graw Hill) and coordinator and editor, among others, of Digital Society and Employability in Communication (Communication and Society), Advertising Creative in the Digital Age. New roles and professional skills (Synthesis), Competences and professional profiles in the field of Communication (Dykinson). Member of the Spanish Association for Research in Communication (AE-IC), and of the Association of Communication Directors (dircom), where he is part of the academic committee. Evaluator at Trípodos, Prisma Social, El Profesional de la Información, Comunicar y Fonseca, Journal of Communication, among other publications.

## **Part C. MOST RELEVANT MERITS**

### **C.1. Publications: Articles**

- Pérez-Escoda, A., Jimenez-Narros, C., Perlado Lamo de Espinosa, M., & Pedrero-Esteban, LM (2020). Social networks engagement during the COVID-19 pandemic in Spain: Health media vs. healthcare professionals. *International Journal of Environmental Research and Public Health* 17 (14), 1-17.
- Saavedra Llamas, M; M. Papí-Gálvez, N .; Perlado Lamo de Espinosa, M. (2020). Television and social networks, social audiences in advertising strategy. *The Information Professional (EPI)*. 29 (2).
- Perlado Lamo de Espinosa, M; Papí Gálvez, N .; Bergaz Portolés, M. (2019). From media planner to media expert: The digital effect in advertising. [From Media Planner to Media Expert: The Digital Effect in Advertising]. *Communicate*. 59, pp. 105-114.

- Rubio Romero, J; Perlado Lamo de Espinosa, M., Ramos Rodríguez, M. (2019). Music in advertising that attracts young people. *Electronic yearbook of studies in Social Communication "Dissertations"*. Del Rosario University. 12-2, pp. 97-124.
- Papí Gálvez, N; Perlado Lamo de Espinosa, M. (2018). Audience research in digital societies: its measurement from advertising. *The information professional*. 27-2, pp. 383-393.
- Perlado Lamo de Espinosa, M; Rubio Romero, J. (2017). Advertising creativity and training of creatives in digital culture. *Think Advertising*. 11, pp. 121-140. ISSN 1887-8598.
- Rubio Romero, J .; Perlado Lamo de Espinosa, M. (2017). Youth and social networks. Snapchat or the impact of ephemeral content. *Telos. Communication and innovation notebooks*. 107, pp. 82-92.
- Perlado Lamo de Espinosa, M; Rubio Romero, J. (2015). Competences, skills and training of advertising creative in the digital age. *Creativity and Society*. 23, pp. 6-26.
- Rubio Romero, J .; Perlado Lamo de Espinosa, M. (2015). The WhatsApp phenomenon in the context of personal communication: an approach through young university students. *Icon 14. Scientific Journal of Communication and Emerging Technologies*. 13-2, pp. 73-94.

### **C.2.Publications: Books and book chapters**

- Perlado Lamo de Espinosa, M. and Grijalba de la Calle, N. (Coords.). Vivar Zurita, H. (Ed.). (2020). *Digital society and employability in communication*. Social Communication.
- Pearl Lamo de Espinosa; Papí Gálvez, N. (2020). The postdigital media agency: structure, processes and professional demands. Perlado Lamo de Espinosa, M. and Grijalba De la Calle, N. (Coords.). *Digital Society and Employability in Communication*. Social Communication.
- Perlado Lamo de Espinosa, M .; Saavedra Llamas, M. (2020). The integration of communication and the arts: the academic project of the Nebrija University. Ramírez Alavarado, M. and Clemente Mediavilla, J. (Coords.). *Social Communication*.
- Pearl Lamo de Espinosa; Borau Boira, E. (2020). The role of the event planner as a brand activator in the digital context. Petrel, M. (Ed.). *Communication in the digital society reputation, big data-audience and media, before a changing public*. Esic
- Perlado Lamo de Espinosa, M .; Toledano Cuervas-Mons, F; Miguel San Emeterio, B. (Coords.) (2017). *The advertising creative in the digital age. New roles and professional skills*. Synthesis.
- Perlado Lamo de Espinosa, M; Miguel San Emeterio, B. (2017). *The advertising creative in the digital age. Recapitulation*. Perlado, M.; Toledano Cuervas-Mons, F. and Miguel San Emeterio B. (Coords.). *The advertising creative in the digital age. New roles and professional skills*. Synthesis.
- Perlado Lamo de Espinosa, M; Saavedra Llamas, M. (Ed.). (2017). *Specialized university studies in Spain. An analysis from the professional perspective of communication management (2014-2015)*. Editorial UOC dircom collection.
- Perlado Lamo de Espinosa, M; Barón Dulce, G. (2017). *Teaching Communication Management in Marketing Degrees*. Perlado Lamo de Espinosa, M .; Saavedra Llamas, M. (Ed.). *University studies specialized in Communication in Spain*. Editorial UOC. dircom collection.
- Perlado Lamo de Espinosa, M; Saavedra Llamas, M. (2017). *Training in the area of Communication Management in Advertising Degrees*. Perlado Lamo de Espinosa, M .; Saavedra Llamas, M. (Ed.). *University studies specialized in Communication in Spain*. Editorial UOC dircom collection.

- Lamo de Espinosa, M. (2017). Reference framework: Studies and publications on training in the area of Communication Management in Spain. University studies specialized in Communication in Spain. Editorial UOC dircom communication.
- Perlado Lamo de Espinosa, M; Saavedra Llamas, M. (2017). Portrait of specialized university teaching in Communication in Spain from the professional perspective of the Communication Department: final comments. Perlado Lamo de Espinosa, M .; Saavedra Llamas, M. (Ed.). University studies specialized in Communication in Spain. Editorial UOC. dircom communication.
- Pearl Lamo de Espinosa; Cachán Alcolea, C. (Coords.). (2016). Competences and professional profiles in the field of communication. Dykinson.
- Ramos Rodríguez, M; Perlado Lamo de Espinosa, M. (2016). Youth Touched by Advertising Festival. Keys to a pre-professional innovation project. Saavedra Llamas, M; From Miguel Zamora, M. (Coords). Jiménez Narros, C. (Ed). Trends in the media ecosystem. Dykinson.
- Perlado Lamo de Espinosa, M; Saavedra Llamas, M; Rubio Romero, J. 2016). University training in Spain within the field of corporate communication. Perlado Lamo de Espinosa, M .; Cachán Alcolea, C. (Coords). Competences and professional profiles in the field of communication. Dykinson.
- Saavedra Llamas, M .; Perlado Lamo de Espinosa, M. 2015. Development of a skills training platform. Sanjurjo Rebollo, B .; Pérez Arozamena, R. (Coords). Digital and television journalism. A professional challenge and teaching innovation at the University. Dykinson.
- Perlado Lamo de Espinosa, M; Bergaz Portolés, M. (2015). The measurement of the social audience in Spain. Rodríguez Fernández, L; Saavedra Llamas, M. (Coords.) Social audience: Communication strategies for media and brands. Synthesis.
- Perlado Lamo de Espinosa, M. (2012). The structure of the media of masses in Spain. Arceo Vacas, C. (Coord.). The spokesperson in the communication of the organizations. Theoretical-practical foundations. Universitat d'Alacant / University of Alicante. Publications Service.
- Perlado Lamo de Espinosa; M. Rubio Romero, J. (2010). Teaching experiences on academic activities aimed at the acquisition of transversal and professional competences of undergraduate students in Advertising. Sierra Sánchez, J. (Coord.). Competences and professional profiles in the studies of Communication Sciences. Forge.
- Perlado Lamo de Espinosa, M.; Jiménez Narros, C. (2010). Current scenario of communication research: objectives, methods and challenges. Oedipus. ISBN 978-84-88365-25-5.
- Perlado Lamo de Espinosa, M. (2006). Planning mass media. McGraw Hill.

### **C.3. Projects**

- COMPENSA project. "Digital Competences for the Employability of People with Disabilities in the Audiovisual Sector". PID2019-105398RB-C21. Principal Researcher Nebrija University. June 2020-2022.
- Virtual and extended reality for acting teaching innovation. Acting Studio Cinema. Funding entity: Community of Madrid. Check innovation. Investigator
- MARKETNET - Thematic channel for training and advice on updated online marketing techniques. Funding entity: Ministry of Industry, Tourism and Commerce. National / Cooperative Project (Avanza Tractor Project). Principal Investigator

### **C.4. Contracts**

- Title: TICOMCOR Study. Research on University Degrees in Corporate Communication in Spain: profiles, content and skills. Association of Communication Directors of Spain (DIRCOM). Principal investigator.