

## PERSONAL INFORMATION

## Carmen María Carrillo González



 (+34)968278186

 cmcarrillo@ucam.edu

Sex Female | Nationality Spanish

## WORK EXPERIENCE

01/04/2016–Present

**Head of the Unit for Scientific and Cultural Dissemination (UCC+i)**

Catholic University of Murcia (UCAM), Murcia (Spain)

- Responsible for the Dissemination of Scientific and Cultural content of the university research
- Social media management
- Coordination of the creation of research profiles and brochures
- Journalistic activities in interviews and events

01/04/2016–Present

**Communication Officer International Project Office**

Catholic University of Murcia (UCAM), Murcia (Spain)

- Responsible for dissemination processes for European projects
- Responsible for the development of online and offline communication processes
- Design and communication strategy for the International Projects Office
- Graphic Designer and Visual Communication
- Supervisor for publications, transfer of research results and social media content of the International Project Office

01/01/2017–Present

**Assistant Professor**

Catholic University of Murcia, Murcia (Spain)

- Master in "Marketing and Communication"
- Module: Communication Management in Companies

01/01/2017–Present

**Communication campaign manager**

Descenso nacional del Río Segura (Canoe), Blanca (Spain)

- Coordination of the media and press relations of the event
- Stakeholder relation management
- Design of marketing campaign
- Responsible for the strategy and objectives of the communication

01/02/2016–01/07/2016

**Communication campaign manager**

Descenso nacional del Río Segura (Canoe), Blanca (Spain)

- Coordination of the media and press relations of the event
- Stakeholder relation management
- Design of marketing campaign
- Responsible for the strategy and objectives of the communication

- 01/09/2016–01/12/2016 **Communication campaign manager**  
The Walking White Runners, Blanca (Spain)
- Coordination of the media and press relations of the event
  - Stakeholder relation management
  - Design of marketing campaign
  - Responsible for the strategy and objectives of the communication
- 01/02/2015–01/05/2015 **Teaching assistant**  
IES Rector Francisco Sabater García, Murcia (Spain)
- Responsible for Art and Design Graphic Classes
  - Visual and Communication classes
- 01/03/2014–01/06/2014 **Marketing Manager**  
Start-up Alliance, Murcia (Spain)
- Responsible for developing Web Edition and Social Media
  - Marketing plans creator and strategic developer
  - Supervisor for Sale Services
  - In charge of the Communication and Corporate-Image Campaigns
- 01/05/2013–01/09/2013 **Marketing Assistant**  
Real Casino de Murcia, Murcia (Spain)
- Responsible for external communication in the company
  - Responsible for publications, social media and Web Edition content in the Communication department
  - Magazine editor for "RCmagazine"
  - Coordinator of cultural, social and political events

## EDUCATION AND TRAINING

---

- 01/09/2014–Present **PhD in Neuromarketing**  
Catholic University of Murcia (UCAM), Murcia (Spain)
- Major subject: Marketing, Advertising, Psychology and Consumer Behaviour
- 01/09/2014–01/06/2015 **Master in Teaching Training**  
Catholic University of Murcia (UCAM), Murcia (Spain)
- Major subjects: Educational Orientation, Psycho pedagogy, Processes and Teaching methods
- 01/10/2012–01/10/2013 **Master in Communication Management**  
Catholic University of Murcia (UCAM), Murcia (Spain)
- Major subjects: Internal and External Communication, Strategic Communication, Crisis communication, Corporate Communication
- 01/10/2008–01/10/2012 **Bachelor's Degree in Advertising and Public Relations**  
Catholic University of Murcia (UCAM), Murcia (Spain)
- Major Subjects: Advertising, Marketing, Public Relations

- Minor Subjects: Journalism, Design, Audio-visual

PERSONAL SKILLS

Mother tongue(s) Spanish

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
 Common European Framework of Reference for Languages

Communication skills

- Strong communication and persuasion talent.
- Keen in debates, especially in public areas.

Organisational / managerial skills

- As head of unit currently leading a team of 3 people

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Proficient user	Proficient user	Independent user	Independent user

Digital competences - Self-assessment grid

- Design programs: Photoshop, Illustrator, InDesign, FreeHand, Quark Xpress, Adobe Premier, Wordpress, Hootsuite, Buffer, Trello, Inmofactory.

Driving licence B

ADDITIONAL INFORMATION

National Projects and European Projects

- "Intensive Programme (IP) Sustainable Marketing Management of Events and Festivals" Lumsa Università – Rome
- "Análisis del flujo del mensaje institucional y publicitario entre los usuarios españoles de las redes sociales" - Catholic University of Murcia, Murcia (Spain)
- "Televisión Digital Terreste : ImplanTDT" - Catholic University of Murcia, Murcia (Spain)
- Youth leader in the European Project: Erasmus + KA1, "Story-down walls"
- Researcher in the European Project: Erasmus+ KA2: Democratic engagement and civic participation - Measure Networks of Towns within the Europe for Citizens Programme (577318-CITIZ-1-2016-IT-CITIZ-REMEM) as a partner to the Comune di Geraci Siculo (Italy): " Remedy - The Voice from the past"