



ALBERTINA NAVAS

Consultant, Lecturer and Strategist
in Digital Communication



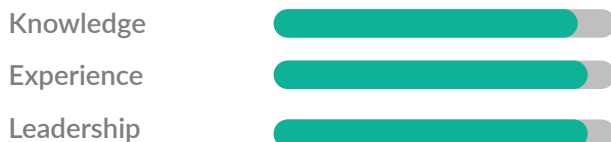
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PROFILE

PhD in Communication, MBA, and journalist. Over 15 years of experience in corporate, institutional, and political communication, with a special focus on the digital field. University professor and executive coach for over 2,000 participants of public and private institutions of 10 countries in Latin America and the Caribbean. Considered in the ranking of most influential Ecuadorians on the Internet and representative of the academic sector in discussions on the Electronic Government Plan of Ecuador. Exercised business journalism during several years at one of the most important editorial holdings of Ecuador and author of international circulation publications. Currently, a member of the think tank on Digital Communication of the World Catholic Association for Communication SIGNIS and senior consultant for several clients throughout the region.

KEY ASPECTS



EDUCATION



September 2013 - November 2018

Universidad de Navarra, Pamplona
International PhD in Communication



October 2008 - January 2010

Adolfo Ibáñez School of Management, Miami
Master in Business Administration



September 2003 - May 2005

Universidad Carlos III, Madrid
Master in Online Journalism



September 1996 - June 2000

Universidad Católica del Ecuador, Quito
BA in Communication, major in Journalism

PROFESSIONAL EXPERIENCE

15+ years of experience

February 2018 - Up to date

Several clients

Senior consultant in communication

Mexico, Guatemala, Costa Rica, Honduras, Panama, Argentina

February 2015 - February 2018

Arthur Lok Jack Global School of Business

*Director-Founder of the International Center for
Social Media Studies*

Guatemala, El Salvador, Barbados, Trinidad & Tobago

February 2014 - February 2015

Universidad de Las Américas (UDLA)

Director of the Master in Journalism
Ecuador

September 2009 - July 2013

Several clients

*Independent consultant in entrepreneurship,
digital strategy, and journalism*

Several countries

July - September 2010

Commercial Equipment Manufacturers Union

Communication and International Trade Assistant
China

September 2001 – September 2009

LÍDERES Business Magazine, EL COMERCIO Holding
Editor-in-Chief

Ecuador

January 2000 - September 2001

**United Nations High Commissioner for
Refugees (UNHCR)**

Public Information Assistant
Ecuador

CLIENTS

30+ of public and private sectors

Latin American Liberal Network – RELIAL, Central American Bank for Economic Integration (CABEI), Guatemalan Association of Exporters (Agexport), Commercial Chamber of Guatemala, Ministry of Competitiveness of Ecuador, Ministry of Trade and Investment of Trinidad & Tobago, Professional Association of Engineers and Architects of Costa Rica (CFIA), United States Agency for International Development – USAID Ecuador, United Nations High Commissioner for Refugees (UNHCR), Heavy Oil Pipeline (Ecuador), Hill & Knowlton Strategies (Guatemala), Friedrich Naumann Foundation (Mexico), Universidad del Valle de Guatemala, Pizza Hut (Costa Rica), Millicom – Tigo (USA), GRAIMAN Group, (Ecuador), among others.

DELIVERED CLASSES

10 countries, 2 languages, 2,000+ participants

Main topics

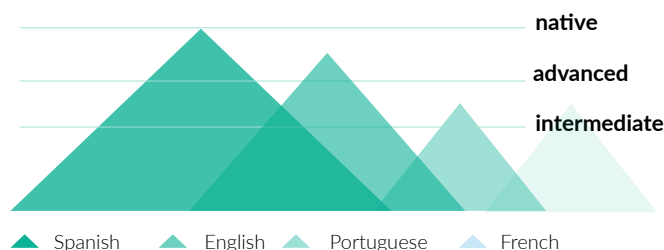
Over 40 courses designed on:

- Social media strategy
- Social media analytics
- Personal online brand
- Social media, cyberactivism, and cyberpolitics
- Online journalism

Some host institutions

Universidad del Istmo, Universidad Rafael Landívar, Universidad Francisco Marroquín (Guatemala); Universidad de Las Américas, Escuela Superior Politécnica del Litoral, IDE Business School, ESPAE Graduate School of Management, Pontificia Universidad Católica, Universidad Central (Ecuador), Arthur Lok Jack Global School of Business (Trinidad & Tobago).

IDIOMAS



ACKNOWLEDGEMENTS

Academic, business, and journalism

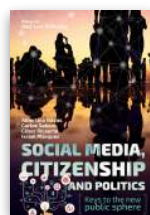
- Representative for Latin America, Digital Communication Desk, SIGNIS Global, 2018-2022
- Elected among the 25 entrepreneurship of impact in Guatemala, Ruta Alterna Innovation Center, 2018.
- Host of the online radio program, 'En tiempo real' (Real-time), Energía FM, since 2018.
- Speaker, Google Women Techmakers, Guatemala, 2016.
- Among the ranking of the most influential persons on the Internet in Ecuador, 2014.
- Expert in Global Entrepreneurship Monitor (GEM), Ecuador Chapter, 2013-2015.
- Among the professors best evaluated by students, 2012, 2014, 2015, UDLA, Quito.
- Best Masters students, Adolfo Ibáñez Graduate School of Management, Miami, 2010.
- First place on the Intellectual Property Journalism Research Contest, Quito 2009.
- Scholarship recipient for the 'Seminar for Business Journalism Professors', Arizona State University, Phoenix, 2012.
- Scholarship recipient for 'Covering Globalization Seminar', Columbia University, New York, 2006.
- Scholarship recipient for the 'European Union Journalist Program', Brussels, Belgium, 2004.

PUBLICATIONS

International circulation

Co-author and compiler

Navas, A., Sabino, C., Ricaurte, C. & Márquez, I. (2017). *Social media, citizenship and Politics. Keys to the new public sphere. Guatemala, Guatemala: Grafía ETC. Available at: <http://bit.ly/2ywGHZ2>*



Co-author

Navas, A., Sieber, J. F. & Gottwald, M. (2004). *Protección internacional de los refugiados. Caso Ecuador: perspectiva histórica 1976-2004. Caracas, Venezuela: UNHCR, United Nations High Commissioner for Refugees. Repository of Stanford University: <http://searchworks.stanford.edu/view/6972641>*

