

Contact

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www.linkedin.com/in/laufermorales
(LinkedIn)

imarkethink.info (Other)

tecnologiza2.wordpress.com
(Other)

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Top Skills

Teaching

Online Marketing

Digital Marketing

Languages

English (Native or Bilingual)

Spanish (Native or Bilingual)

French (Elementary)

Certifications

Aprendizaje Activo Competencia #1 del MET21

Social Media Data Analytics

Aprendizaje Basado en Competencias (Tec 21)

Aprendizaje Orientado a Proyectos (POL)

Honors-Awards

"Borrego de Oro (Golden Ram)"
Nominee

Profesor que deja Huella (Teacher that inspire)

Laura Fernanda Morales

Full time professor in Tec de Monterrey Mexico City area. Digital Audiences Analytics Disinformation in social media

Tlayacapa, Mexico City, Mexico

Summary

A "DaVinci" type of person, that's how I see myself.

According to Dr. Helen Fisher's -Biology Anthropologist, Rutgers University- Personality Test I am an Explorer - Negotiator: " highly spontaneous, inquisitive and energetic person who always likes to try new things. They find novel and unpredictable situations challenging and exciting. They particularly like discussing big ideas and having conversations about complex social, political or intellectual puzzles. And they are able to juggle a lot of projects at the same time; as a result they are sometimes a whirlwind of activity. They have a firm grip on reality and enjoy living in the present tense. But they have a keen imagination that enables them to lift off from reality to be remarkably creative..."

According to the Jung personality test, I'm an INFJ <http://www.humanmetrics.com/personality/infj>

I have 16 years of professional experience in all Marketing Communication areas, developing strategies for integrated media communications for industries such as Technology, Education, Pharma, Financial and Services and 8+ years researching about the digital ecosystem and how people use and consume it. Please, go through all my profile and check my references for more.

Learning, teaching, singing on a stage, traveling, scientific research, and SciFi Fiction are among my passions in life.

Experience

Tecnológico de Monterrey

Digital humanities project coordinator & full time Professor Media and Digital Culture Department

August 2013 - Present

Campus Santa Fe. Mexico D.F.

Full time professor at Tecnológico de Monterrey Campus Santa Fe, Bachelor programs and leader of the Escuela de Ciencias Sociales y Humanidades' strategic project: Humanidades Digitales (Using Big Data analysis for social sciences)

adCuality

Country Manager México

March 2014 - October 2014 (8 months)

Mexico City Area, Mexico

Under my responsibility to develop Mexico market for adCuality®, the most innovative digital advertising monitoring tool in real time for LATAM. Throughout a year I managed to close deals with a major media network (Grupo Expansion) and important interactive agencies such as Clarus Digital, Gecko Ad and Carat. Also I generated awareness of the brand in Mexico by public relations and participation in IAB committees and events.

Neurona Digital

Professor / Intelligence for digital media planning and online marketing research

September 2011 - July 2014 (2 years 11 months)

Professor of the "Intelligence for digital media planning" and "Online marketing Research" modules of the Online Marketing Workshops.

Media Sci

Marketing and Research Director / Internal media editor

October 2012 - March 2014 (1 year 6 months)

Under my direction the Research team of MediaScience. We create research methodologies ad-hoc for each client's digital market/consumers information needs. This research is always directed to generate better and more effective digital communication strategies.

I am familiar with online surveys, online interviews, neuromarketing studies, social media analytics insights, and I also conduct desk-based research (gathering and analyzing data/studies from more than 1 source -secondary and tertiary- and develop new insights).

I am the main curator and editor for content of these 3 company blogs:

<http://www.mediasci.com/blog-media-science.html>

<http://www.neurotravel.info>

<http://www.adsparent.com/blog.html>

The weekly Newsletter of the Media Science blog and the monthly Newsletters for Neurotravel and Adsparent are also under my execution, as well as the management and health of the newsletters' subscribers database.

Harren Media México

Marketing and Digital Research Manager

March 2010 - September 2012 (2 years 7 months)

What I did at this job:

Design and coordination of online marketing research projects for Harrenmedia's clients.

Generate market intelligence for Harrenmedia's workforce.

Propose and implement the Marketing Plan for Harrenmedia Mexico and Latam in favor of revenue results.

Coordinate workshops, events and PR agency.

Provide "hard data" per Industry in favor of Harrenmedia and its sales force.

Manage relationships with outside vendors and ensure the work meets schedule, quality, and budgetary requirements

Challenge traditional ways of thinking and inspire others to do the same.

Manage the execution of marketing material production and distribution, in accordance with the strategic goals and timelines of the organization

Review design specs and check artwork

What I'm proud of:

Have become a key player of IAB México Research Committee and key collaborator of its Research Studies such as Advertising Spend, Ad Effectiveness since 2010. Available in <http://www.slideshare.net/iabmexico>

Elaboration of 20+ Research White Papers since November 2010 for different industries such as: teens, pets, consumer goods, insurance etc. Samples available in www.slideshare.net/harrenmedia.

Active member of the IAB México Education Committee the one in charge of the organization of "IAB Conecta" the most important annual event of the online advertising industry in Mexico, since 2010.

As a member of the IAB México Best Practices Committee during 2010 I collaborated in the elaboration of Whitepapers such as: ROI for Websites, Behavioral Targeting, and the project "Rising Stars" the beta testing of the new Global IAB Standard Display formats. Available at www.iabmexico.com

As content generator and community management of the brand in social media platforms, I've generated an audience of a 700+ twitter followers database, 500+ Facebook Fans.

A third of those followers are among opinion leaders, prestigious media of the industry and competitors.

ITESM

Audiovisual Production / Video Professor - Campus Ciudad de México
September 2008 - May 2010 (1 year 9 months)

One of the best experiences in my life as I worked as a professor of the subjects Audiovisual Production and Video for the BA Communication Sciences students from the semesters sept-dec 2008 until jan-may 2010.

ITESM

External Communication Director Campus Santa Fe
September 2007 - March 2010 (2 years 7 months)

Main Achievements:

Have planned, managed and run a very successful online advertising campaign for prospect students (admission exam) that involved 3 campi: Santa Fe, Estado de México and Ciudad de México.

Successfully planned and managed the media campaign for Undergraduate and Highschool programs in: Exteriors, paper, magazines, radio, Online

Successfully manage the advertising budget for Campus Santa Fe

Propose and coordinate the re-design of the magazine for the student's parents.

Responsibilities.

Development, implementation and execution of the external communication plans of the campus and the Rectoría de la Zona Metropolitana de la Cd de México. Design of the promotional messages for radio capsules, print ads, Internet and audiovisuals. Media purchasing and negotiation with them, for

better fees and spaces, also BTL services and PR agencies. Negotiation with all suppliers for better fees. Analysis of the metrics of the Internet campaigns' performance. Development of proposals to ensure the success of the promotional and advertising campaigns.

ipunto Comunicación y Relaciones Públicas

Account Executive

March 2005 - April 2006 (1 year 2 months)

I worked in the area of communication consulting and public relations as account executive for different accounts such as Hauri Latin America (IT security solutions), Buzon Electronico de Estafeta (electronic invoicing solutions), GCP Global (ISO certifier), and Berlitz (Language instruction). I was in charge of writing press releases, press conferences, events organization, and developing the messages the different corporations the media would then publish as news and not as paid advertising.

Catatonía Films

Editor's and Postproduction assistant

October 2004 - February 2005 (5 months)

Polanco, México DF

I prepared the filmed material so the Editor just sit in his chair and cut the TV commercial. I was in charge of the process known as telecine (to transfer from printed film to digital video), and using final cut to sync image with sound and to cut between slates. Also in charge of supervising the color correction and the logistic of the post production of image and sound and the quality control of the final deliverables.

GibertQuattro

Account Executive / Production assistant

2003 - 2004 (1 year)

Polanco, México DF

I started at Gibert Quattro as an Account Executive Trainee for 6 months. I attended the accounts Levité, Colchas Íntima and Tenaris Tamsa. After that I requested to be more on the "creative side" and they offered production assistant. There I learned how to produce TV and radio ads. I had in charge the production of a Bonafont's TV commercial in which I had to sort all types of obstacles such as pouring rain in the middle of the shooting and a delivery bus of the brand who was the main character of the story that arrived 3 hours late to location. At the end the TV ad was delivered as requested and on time! :)

Education

UNC School of Media and Journalism

Master of Arts - MA · (2018 - 2021)

Universitat Autònoma de Barcelona

Máster Internacional, Diseño y Gestión de la Producción

Audiovisual · (2006 - 2007)

Tecnológico de Monterrey

Bachelor's Degree, Communication Sciences · (1999 - 2004)

Tecnológico de Monterrey

High School, Bilingual and Multilingual Education · (1995 - 1998)

Bachillerato Alexander Bain

High School, Educación secundaria · (1992 - 1995)