

Ismael López Medel, PhD

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Summary

- Professor in the areas of communication, social media, advertising and public relations. Creating innovative courses and producing research in the field. Strong international experience.
- Innovative teaching methodology, hands-on, workshop-based and case studies courses (both undergraduate and graduate). Experience with online courses.
- Passionate about teaching, with a unique combination of international experience, professional background and management duties at different administrative roles within the University.
- Extensive computer knowledge, including Social Media platforms, and desktop publishing packages such as Adobe Suite (Adobe InDesign, Adobe Photoshop and Adobe Illustrator).
- Native Spanish speaker. Bilingual written and spoken English.
- Excellent interpersonal skills, strong commitment to working with students, team player.

Education

Olympic Games and the Media Online Certificate

Center for Olympic Studies, Universitat de Barcelona, Spain (2014)

Online course through Coursera to explore the role of media in the Olympic Games, providing both a historical context as well as a technical perspective.

Learning styles specialist

Faculty of Education, Universidad Nacional de Educación a distancia, Madrid, Spain (2008)

Postgraduate 300-hour program designed to detect and evaluate learning styles and how to use them when designing and programming teaching.

Doctor in Communication

Universidad CEU San Pablo, Madrid, Spain (2006)

Doctoral dissertation in Graphic Design applied to the Music Industry, studying the case of Dublin's Four5One ad agency and U2's graphic design production. Awarded with the highest qualification (*Honor cum laude*). Part of the doctoral research was conducted in Dublin, Ireland, at the National College of Art and Design with a scholarship from the University's Research Vice-presidency.

Master of Science in Electronic Publishing (MSc)

City University, London, England (2001)

Postgraduate program aimed to develop writing and visual skills for the web, also covering Corporate online communication, web strategy and writing skills for the web.

BA in Advertising and Public Relations

Universidad Antonio de Nebrija, Madrid, Spain (1999)

Undergraduate program strongly focused on professional practice and advertising creativity. Received honors in seven courses.

Teaching positions

Azusa Pacific University (2015 - ongoing) - Assistant Professor

- Teaching several undergraduate courses in the Communication Studies Department.
- Developing a proposal for an upcoming Public Relations major.
- Member of the Bachelor of Independent Studies Task Force.
- Spiritual Mentorship program volunteer.

Central Connecticut State University (2011-2015) - Assistant Professor

- Taught several undergraduate and graduate courses in the Communication Department.
- Designed new courses (495 Social Media and PR, 495 The Wire and American Culture, 406 Case Studies in PR, 486 Field studies in communication).
- Member of the committee developing two new majors in Strategic Communication and Media Studies, and redesigning the Graduate Program.
- Director of Course Abroad programs (Spain 2013 and 2015).
- Directed independent studies projects.
- Active collaboration with local non-profits in educational projects.
- Member of the International Lab of the University.
- Member of the Curriculum Committee.
- Member of the Media Board of the University.
- Departmental representative to the CCSU-AAUP.
- Courses taught: 140 Public Speaking, 234 Introduction to Public Relations, 240 Survey in the Field of Communication, 334 Public Relations Writing Strategies, 406 Public Relations Case studies, 456 Corporate Communication, 495 Social Media and Public Relations, 495 Special Topics: American Culture and The Wire, 496 Field Studies: Communicating the city, 506 Public Relations Writing Strategies (Graduate), 508 Public Relations Case Studies (Graduate), 522 Corporate Communication (Graduate), 585 Special Topics: Communicating the City (Graduate), 115 Fundamentals of Communication (online), 234 Introduction to Public Relations (online), 334 Public Relations Writing Strategies (online), 406 Public Relations Case studies (online), 495 Social Media and Public Relations (online).

Syracuse University at Madrid's campus - Visiting Professor

- Taught COMM346 *Visual Issues in the Media* to study abroad American students. The course aimed to present Spain through her media. It included different activities, guest lecturers, guided visits to exhibitions and presentations.
- Courses taught: 345 Visual issues in the media.

Universidad CEU San Pablo, Madrid, Spain - Associate Dean of the School of Communication

- Responsible for the bilingual degrees and International Relations of the Faculty. In five years we created a successful academic program taught in English.

- Responsible for overseeing the bilingual programs (Journalism, Advertising and Communication), faculty selection, catalog description, the teacher selection, supervising their methodology and keeping close contact with students.
- Liaising with the International Office to promote agreements with partner Universities, visiting potential partners in Europe, promoting Erasmus mobility and the internationalization of the Faculty.
- Member of the working committee that designed all the programs in the Faculty and submitted the application for accreditation by the Ministry of Education (achieved in 2010).
- Responsible for the International Week of the Faculty and international summer programs. During my tenure, we duplicated the number of incoming Erasmus students and of applicants for the bilingual programs.
- In charge of the activity life of the Faculty, coordinating professors within the bilingual degrees and supervising students.
- Member of the European Communication Research Association (ECREA), The Advertising Academy of Spain and Spain's Communication Research Association (AEIC) and The International Advertising Association (IAA).

Universidad CEU San Pablo, Madrid, Spain (2003-2011) - Advertising and Public Relations Program Coordinator

- Responsible for the degree in Advertising and Public Relations.
- Overseeing teaching quality and methodology, providing lecturers with teaching tools to help them organize their classes, keeping an intense level of academic and cultural activities for students.
- Intensely involved in the successful creation and accreditation of the new degrees according to the European Higher Education Space under the Bologna process.

Universidad CEU San Pablo, Madrid, Spain (2003-2011) - Associate Professor

- Created an internal advertising agency to meet the needs for graphic materials for the events at the Faculty (posters, flyers, brochures, corporate identity).
- Worked with a team of 10-20 students each semester, recreating the full experience of a professional advertising agency.
- Created a pool of over 100 clients, both internal from the university and external (non-profits).
- Selected the students and organized the workflow of the production of the agency.
- Taught students how to use Adobe Suite (Adobe InDesign, Adobe Photoshop and Adobe Illustrator). and pre-press techniques.
- Lecturer of undergraduate courses both in Spanish and English of courses such as *Understanding Advertising, Creative Thinking, Photography, and Graphic Design production*.
- Ranked among the top 10 best rated lecturers in a Faculty of over 200, Received promotions based on student feedback.
- Visiting professor in universities in Ireland, Germany, Holland and England with scholarships from the European Union's teaching staff mobility program.
- Accredited as University Professor in Spain's Education Accreditation system.

- Courses taught: - Understanding Advertising and Public Relations, Theory and Practice of Photography, Theory and Practice of Advertising and Public Relations, Advertising Production, Creative Thinking.

Tracor The Arts Institute, Madrid, Spain (2003-2011) - Adjunct Faculty, Program Director

- Graduate Program Director Master of Fine Arts (MFA) program for the last two years.
- Professor of applied courses in several postgraduate degrees programs in the field of communication: *Advertising, Graphic Design and Corporate Communication*.
- Responsible for curriculum design, program structuring, organizing methodology, accrediting the program in the Spanish Education system and supervising and selecting lecturers.
- Courses taught: Theory and Practice of Advertising and PR (Graduate level), Graphic design for Advertising (Graduate level), Corporate image design (Graduate level), Supervision panels (Graduate level), Director of the MA in Graphic Communication for Advertising (Graduate level).

Instituto Europeo di Design, Madrid, Spain (2004-2008) - Adjunct Faculty

- Professor of applied courses in several postgraduate degrees programs in the field of communication: *Advertising, Graphic Design and Corporate Communication*.
- Lecturer of courses related to communication methodology, oral skills and workshops.
- Highly practical methodology, case-study based and organized in workshops.
- Some of the seminars included projects for the music industry, such as participating in Sony's worldwide design contest for Miles Davis' *Greatest hits* album artwork as well as Universal Music Spain and different local companies.
- Courses taught: Design Project Methodology, Sony Music Miles Davis International Contest, Public Speaking, Music Industry design project.

Escuela Superior de Publicidad, Madrid, Spain (2003-2005) - Adjunct Faculty

- Professor of courses related to advertising, creativity and graphic design. Highly practical methodology, case study based and organized in workshops.
- Courses taught: Advertising design, Corporate Communication Design.

Doctoral thesis and independent studies directed

- Director of the Graduate capstone project entitled *Technology and social interactions among university students: The case of CCSU (2015)*, by graduate student Molly Geisen, from the MS Communication program at CCSU (2015).
- Director of the Honors thesis research project entitled *City branding and advertising. The Case of Barcelona*, by undergraduate student Alexa Pagnani, from the BA Communication program at CCSU (2015).
- Director of the Graduate research thesis project entitled *Social Media policies in the State of Connecticut public university system*, by Graduate student Amelinda Vázquez, from the Communication program at CCSU (2015).

- Director of an independent study research project entitled *Social Media and political campaigns: The Gubernatorial election in Connecticut 2014* by Graduate student Sarah Muellen, from the Communication program at CCSU (2015).
- Capstone project director of a thesis entitled *Political Campaigning: Discovering the link between Social Media and Independent Voters* (2014).
- Director of an independent study research project entitled *Non-profits communication strategies*, by Graduate student Kellie McLaughlin, from the Communication program at CCSU (2014).
- Director of the Independent Study research project entitled *Morality on Dexter*, by undergraduate student Calen Nakash, from the Communication program at CCSU (2014).
- Director of the Graduate research thesis project entitled *Image and perception among The Diverse The Identity Among Moroccan Immigrants to Italy from 1990 to Present*, by graduate student Jeanne Ettanji, from the International Studies program at CCSU (2013).
- Director of the Doctoral thesis project entitled *Strategic Communication convergence trends in Communication Agencies in Spain*. Universidad CEU San Pablo, Madrid, Spain (2011).
- Co-director of the Doctoral thesis entitled *Marketing and communication strategies applied to distribution*. Universidad CEU San Pablo (2009).

Research grants received

AAUP Minority Recruitment and Retention Grant (2014)

Project entitled "Social Media in the Classroom. Teaching and Learning in a New Framework. The case of Central Connecticut State University" received grant to travel to Harvard University's 2nd annual conference "Teaching and Learning in the 'Just Google It' age".

AAUP Minority Recruitment and Retention Grant (2012)

Project entitled "Communicating the city. Latin American cities on Social Media platforms". Received grant to travel to Canada to attend a conference in Ottawa, Canada.

European Union's Teaching staff mobility grant (2004-2009)

Received different grants to travel to European universities and teach as part of the Erasmus mobility plan coordinated by the European Union

CEU San Pablo international grant (2005)

Received grant to visit Dublin's National College of Art and Design

International experience

- Director of COMM 586 Course Abroad "Communicating the city: Madrid & Barcelona", a course abroad trip with Communication students. June 2nd - 12th, 2015
- Director of COMM 586 Course Abroad "Communicating the city: Madrid & Barcelona", a course abroad trip with Communication students. June 18nd - 28th, 2013
- Member of the International Laboratory at Central Connecticut University, a group of 15 professors working on internationalization projects for the entire university (2013-2014).
- Member of the Member of the Hyundai Endowment Scholarship subcommittee of the International Lab (2013-2014).

- Institutional visit to the United Kingdom, visiting Regent's College and the University of Westminster (London), The University of Sheffield, DeMontfort University (Leicester) and Liverpool Hope University (2011).
- Institutional visit to Syracuse University in London (England) (2010).
- University representative to the European Journalists Training Association in Paris, France (2008).
- Visiting professor at Leeds Trinity at All Saints (England) through the European Union's short term teaching staff mobility programs. March 4th - 6th (2008)
- Director of a Communication Summer University program developed with InHolland Amsterdam, including one week in Amsterdam in June and one week in Madrid in June. Universidad CEU San Pablo – InHolland Amsterdam. June, 16th-20th, 2007.
- Visiting professor at InHolland Haarlem, InHolland Amsterdam and InHolland Alkmaar (The Netherlands) through the European Union's short term short term teaching staff mobility programs, 2007.
- Visiting professor at InHolland Haarlem, and InHolland Amsterdam (The Netherlands) through the European Union's short term short term teaching staff mobility programs (2006)
- Director of the Summer School program *Graphic Design and Creativity* taught in English at Universidad CEU San Pablo, July 16-20, 2005.
- Visiting professor at Augsburg Fachhochschule (Germany) through the European Union's short term teaching Staff Mobility Grant, 2005.
- Visiting Assistant Researcher at National College of Art and Design Dublin, Ireland (2005)

Publications - Books

López Medel, Ismael (2009). *El embalaje gráfico de la música*. La Crujía publishing house, Buenos Aires, Argentina.

Publications - Book chapters

Del Ama, Jose Carlos and López Medel, Ismael (2016) "Welcome to the Machine: Education in The Wire". n Ciguela, Javier and Montanez, Jorge (2016). *The Wire University*. Barcelona: Universitat Abat Oliba CEU. Publication date: June 2016.

Del Ama, Jose Carlos and López Medel, Ismael (2015) "City and Fate: The Narrative Function of Baltimore's Visual Presence in *The Wire*". Berlin, Fifth Conference on the Image. Under review.

López Medel, Ismael (2015) "A drop of megalomania, a touch of generosity, dash self promotion. U2's release of *Songs of Innocence*" in *Reinventing Sound: Music and Audiovisual Culture*. Cambridge Scholars Publishing. Pages 44-62.

López Medel, Ismael (2013) "Magazine advertising: 1930-1970", in *We are what we sell. How Advertising reflects American life... and always has*. Edited by Daniel Coombs. University of Ohio-Ken State. Los Angeles, CLIO publishing.

Alonso, Henar and López Medel, Ismael (2008). "Adaptando asignaturas al Espacio Europeo de Educación Superior: El caso de Teoría y técnica de la Publicidad". En Rodríguez Escanciano, Imelda (ed) (2008). *El nuevo perfil del profesor universitario en el EEES: claves para la renovación metodológica*. Colección Scholaris. Universidad Europea Miguel de Cervantes de Valladolid. Pp. 356-368.

Publications - Journals and articles

- López Medel, Ismael (2015). "Social Media in the classroom: Challenges and Opportunities for a Better Teaching and Learning Experience in a New Framework". Harvard University. *21st Century Academic Forum*. Peer reviewed. Available online at http://www.21caf.org/uploads/1/3/5/2/13527682/21_hrd-687_lopez_medel-ed2_fmt_logo.pdf
- López Medel, Ismael (2014). "Public Education In Urban America As Seen On TV: The Case Of The Wire (2002-2008)". *CIME 14 Conference in Segovia, Spain*. Book conference. Under revision.
- López Medel, Ismael (2014). "No Hope, No future, no design. Punk design, Jamie Reid and the Sex Pistols" *Journal Creatividad y Sociedad*. Universidad Rey Juan Carlos, Madrid, Spain. Available on line at http://www.creatividadysociedad.com/articulos/22/13_Lopez.pdf?pdf?pdf Peer reviewed.
- López Medel, Ismael (2014). "The death and resurrection of the album cover". *Journal Index de Comunicación*. Universidad Rey Juan Carlos, Madrid, Spain. Available online at <http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion>. Peer reviewed.
- Del Ama, Jose Carlos and López Medel, Ismael (2014). "Visual popular culture and political power". *Via Panorâmica*, *Via Panorâmica: revista de estudos anglo-americanos (Volume integral - série III, nº 3, 2014)*. Universidade do Porto, Portugal. Peer reviewed. Available online at <http://ler.letras.up.pt/uploads/ficheiros/12630.pdf>
- López Medel, Ismael (2010). "Appetite for Self-Destruction. The spectacular crash of the Music Industry in a digital Age". *Journal Doxa*. Pp. 213 – 215. Universidad CEU San Pablo.
- López Medel, Ismael (2010). "El embalaje gráfico de la música". *Journal De diseño*. Boletín Académico-Científico de Información y Desarrollo del Diseño en el Ámbito Hispano/Italiano/Portugués. ISSN 1989-3183. Grupo de Investigación Lenguaje Visual y Diseño Aplicado. Plan Andaluz de Investigación. Universidad Politécnica de Málaga. <http://www.ddiseno.org>. Sección monográficos. N. 5.
- Ganzábal, María and López Medel, Ismael (2009). *El tratamiento de la información en los diarios españoles. El país y el mundo ante la ley del cine*. Revista Palabra Clave. Bogotá, Colombia.
- López Medel, Ismael (2008) "La dirección de arte editorial como elemento para influir en la opinión pública. El caso de Willy Fleckhaus y la revista *Twen* en Alemania (1959-1971)" in VV.AA (2008) *Nuevos escenarios de la comunicación y la opinión pública*. Actas del IX Foro Universitario de Investigación en Comunicación. Madrid: Edipo. Pp. 126-132.
- Ganzábal, María and López Medel, Ismael (2008). "Una nueva y próspera industria cultural: el videojuego". *iEnter*. Jornadas sobre entretenimiento audiovisual interactivo. Universidad Autónoma de Barcelona. P. 21.
- López Medel, Ismael (2008). "Reseñas de libros". *Revista Asociación Nacional de Informadores gráficos de prensa*. Nº 40. First semester 2008. Pp. 50-51.
- López Medel, Ismael (2008). "Diseñar para los ojos". Bibliographic review for *Journal DOXA*. Nº 6. May 2008. Universidad CEU - San Pablo. Pp. 354 – 357.
- López Medel, Ismael; Alonso, Henar and Cabiedes, Luis (2007). "Reid Miles. Creador de un estilo". *Journal for an international congress organized by the University of Palermo, Argentina*. *Journal Actas de diseño*, volume 5.
- Alonso, Henar; Cabiedes, Luis and López Medel, Ismael (2007). "Productos para mayores, publicidad para

- niños: los menores como prescriptores en los anuncios de automóviles”. Presentation at the I International Congress on Television and Childhood. Universidad CEU San Pablo, Madrid. Published on CD-Rom format. ISB: 978-84-88788-70-2.
- L. Medel, Ismael (2007). “Raymond Depardon: rapidez y silencio”. Magazine *Asociación Nacional de Informadores gráficos de Prensa*. Nº 39. First semester 2007. Pp. 22-24.
- Cabiedes, Luis; López Medel, Ismael and Alonso, Henar (2007). “La revolución digital. ¿una amenaza para la publicidad tradicional? ”. Journal *Trípodos*. issue # 8. Special edition for the International congress *Les cruilles de la comunicació: límits i transgressions* de la Universidad Blanquerna, Barcelona (Spain).
- López Medel, Ismael (2007). “Adjusting courses to the European higher Education Space”. Presentation at the II Congress of the European Foundation for Communications Education “the future of commercial communications education in Europe”. Brussels, Belgium, April 27-28, 2007. Available online at <http://www.eacaeducation.eu/download/pdf/Medel.pdf>
- L. Medel, Ismael (2006). “Revisión de novedades”. Magazine *Asociación Nacional de Informadores gráficos de Prensa*. Nº 38. First semester 2006. Pp. 96-97.
- L. Medel, Ismael (2006). “La última foto de Marilyn”. Magazine *Asociación Nacional de Informadores gráficos de Prensa*. Nº 37. September de 2006. Pp. 67 – 69.
- López Medel, Ismael (2006). “Colección Paidós Diseño: pensar en diseño”. Bibliographical review in the journal *DOXA*. Nº 4. May 2006. Universidad CEU - San Pablo. Pp. 257 – 260.
- Cervera, Javier and López Medel, Ismael (2006). “William Klein” in *Revista FOTO*. Suplemento Extra para suscriptores. Issue 212. March 2006. Pp. 1-12.
- López Medel, Ismael (2006). “Creatividad aplicada al diseño gráfico. El caso de Alex Steinweiss y las portadas de discos”. Journal *Trípodos*. Special edition for the III Simposium of professors of advertising creativity. Universitat Ramón Llull, Barcelona (Spain). Extra 2006. Pp. 227-234.
- López Medel, Ismael (2005). “Reid Miles y Blue Note”. Journal *Corondel*. Revista de Estudios sobre comunicación aplicada y Nuevas tecnologías. Dpto. de Comunicación Audiovisual y Nuevas Tecnologías. Universidad San Pablo CEU. Nº 1. September 2005. Pp. 113-119.
- López, Ismael (2002). “AGFA, suma y sigue”. Revista *FOTO*. Nº. 238. Otober 2002. Pp. 18- 19.
- López Medel, Ismael (2000). “One Step Up, two steps down. El diseño gráfico en la obra de Bruce Springsteen”. Revista *Stone Pony*. Volume 30. Winter 2000. Barcelona.
- López, Ismael (1994). “Andy Warhol, fotógrafo”. Revista *FOTO*. September 1994. Pp. 42- 48.
- López, Ismael (1994). “El museo de Andy Warhol en Pittsburgh”. Revista *FOTO*. Septiembre de 1994. Suplemento Extra. Pp. 4-6.
- López, Ismael (1994). “El arte y el negocio según Warhol”. Revista *FOTO*. Septiembre de 1994. Suplemento Extra. Pp. 1-3.

Research - Congress and conferences attended

- 2015 21st Century Academic Forum Conference at Harvard University. March 8-10.
- 2015 II International Congress on Music and Audiovisual Culture MUCA. Universidad de Murcia (Spain).
- 2014 Fourth International Conference on The Image. The Everyday Image: Reproduction and

- Participation. Berlin, Germany.
- 2014 Speaker "Education and The Wire" at CIME 2014 - International Conference on Education, Segovia (Spain).
- 2013 Speaker "Latin American cities and Social Media strategies" at Global Communication Association's 7th Annual Conference. Saint Paul University, Ottawa (Canada).
- 2013 Academic reviewer of online communication journal *Participations*.
- 2012 University of Porto II Relational Forms Communication conference. Porto (Portugal).
- 2012 Speaker "Social Media strategies in the classroom" at the XV Cassola Conference on Teaching Education. Johnson and Wales University, Providence, Rhode Island.
- 2011 National Communication Association Annual Conference, New Orleans, LA.
- 2011 Bordervisions. Borderline in Film and Literature. CCSU & Literature/Film Association Joint Conference. Central Connecticut State University.
- 2011 International Conference for Affiliates and Partners. Regent's College, London (England).
- 2010 I International Congress on Communication Education under the European Higher Education Space, Huesca (Spain).
- 2010 European Journalism Training Association Annual Conference, Paris (France).
- 2009 iEnter Communication Barcelona (Spain).
- 2008 IV Communication Forum. Complutense University of Madrid Foundation, Madrid (Spain).
- 2008 III Seminar on Advertising and Public Relations. Universidad de Alicante, (Spain).
- 2007 I International Congress on Television and Children. CEU San Pablo, University, Madrid (Spain).
- 2007 III International Congress: Renovation of teaching methodologies and adaptation to the European Higher Education Space Universidad Europea Miguel de Cervantes de Valladolid (Spain).
- 2007 II Advertising and Public Relations conferences "To communicate or to die". Universidad de Valladolid en Segovia (Spain).
- 2006 III Symposium of Creativity professors. Universitat Ram3n Llull, Barcelona (Spain).

Research - Associations

- 2015 Peer reviewer for *REMIE - Multidisciplinary Journal of Educational Research*.
- 2014 Peer reviewer for the *Journal of Educational Research*.
- 2014 Peer reviewer for *Teaching Journalism and Mass Communication*.
- 2011 Peer reviewer for DOXA, the journal of CEU San Pablo University (Spain).
- 2011 National Communication Association
- 2010 Academic Committee of the International Advertising Association (IAA)
- Spain chapter
- 2008-2011 Faculty representative and member of the European Communication Research Association (ECREA).
- 2008-2011 Member of the Spanish Advertising Academy (AEP).
- 2008-2011 Member of the Spanish Association for Communication Research (AEIC).

- 2007 Peer reviewer for Portugal's Observatorio de Comunicación de Portugal.
2007 Member of the Consultant Network for Gustavo Gili Publishing, Barcelona

Member of awards and juries

- 2011 Member of the Jury of the Corporate Visual Identity Contest sponsored by Fundación Autor, Madrid, March.
2011 Member of the Jury of the II Young Academic Awards of the Spanish Advertising Academy.
2010 Member of the Jury of the III International Communication Award sponsored by the International Advertising Association. Reina Sofía Museum, Madrid.
2010 President of the I Young Academic Awards of the Spanish Advertising Academy.
2010 Member of Doctoral supervision panels, CEU University.
2002 Member of the jury of the photography prize awarded by the Hotel Grand Marina in Barcelona, Spain
2001 Jury member of the Mostra de Fotografia Joven DRAC, Barcelona's Advertising and Public Relations Union, Catalunya, Spain.
1996 Member of the jury of Fujifilm's International Press Photography Awards, Stockholm, Sweden.

Professional experience

Visual consultant (2001 - present)

Freelance consultant creating visual campaigns and graphic design as well as serving as a communication consultant for different clients: European Open Business School, ADM Business School, Noufront Publishing House, Advance Business School, Zondervan Publishing House, Universal Movie Pictures, Fragua Publishing House, Universidad Complutense de Madrid, Amnesty International, Greenpeace, the Spanish Fundraising Association, Gesnova, Acción Médica, IPC Media, Barlovento Communication, El taller de Publicidad, CLIE Publishing House, Advance Business School, West Hartford Public Library, The Palace Theatre, Waterbury, CT, UNIR, Facultad Protestante de Teología UEBE, Universidad Isabel 1 de Castilla.

IPC Media, London, UK (2000- 2001)

Freelance web designer developing banners, tiles and logotypes for various titles within the IPC Media group in London, one of the UK's largest publishing companies.

Printflow.com, London, UK (2000-2001)

Graphic designer covering all aspects of corporate visual identity manuals, direct marketing, book publishing, poster design and preparing materials for the press.

Foto Magazine, Madrid, Spain (1992- 2002)

Art Director and Public Relations of monthly photography magazine, leading in the Spanish market. I combined a profile where I served as an Art Director while managing the Public Relations of the magazine,

attending press conferences, traveling to product presentations, national and International Professional fairs and Professional conferences, press releases, etc.

References

Matt Williams, PhD

Professor, Talbot School of Theology, Biola University (matt.williams@biola.edu)

Fernando Méndez, PhD

Associate Dean and Professor, Protestant Faculty of Spain, Director of the *Journal of Protestant Theology*, (fernando.mendez@ftuebe.es)

Paul A. Moran

Director at Centre of European Union Studies, IE University, Madrid, Spain (paulmoran@gmail.com)