

Beatriz Martínez

Social & Market researcher

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Passionate about comprehensive analysis and clear visualization of the information in order to make it easier to understand.

visualizados.com - @maritrinez

Objective: detail oriented and resourceful seeking position in a team or project requiring researching and data visualization skills.

EDUCATION

- > **Bachelor of Sociology**
Salamanca University (Spain) - 2004
- > **Bachelor of Communication (Advertisement and PR)**
Rey Juan Carlos University (Spain) - 2009

RESEARCHER EXPERIENCE

5 years of professional experience as social and market researcher working for both private and third sector:

- > **Managing the complete process of research**, using quantitative and qualitative methodologies in projects such as:
 - User Experience and Usability Tests
 - User Generated Content and Social Media research
 - New products launchings (concept tests, product tests)
 - Communication research
 - Rural development needs from the citizens' point of view (Portugal)
- > **Developing indicators and impact assessment methodologies:**
 - Impact assessment methodology for **Social Media brand impact**.
 - Indicators and assessment methodology for **Measuring the Inclusive Social programs impact** - goo.gl/PO93E
- > **Teaching the Research Process:**
 - In Company: Ciudadano Inteligente (Chile)
 - Guest Lecturer at Instituto Europeo di Design.
- > **Companies I have worked in:** The Cocktail Analysis - AB Internet - Centro de Convergência - Fundación Luis Vives - Fundación Ciudadano Inteligente - Instituto Europeo di Design

PROFESSIONAL SKILLS

- > **Management and execution of studies**, including the entire cycle:
 - Setting **meaningful objectives**.
 - Drawing-up of **questionnaires** and **animation guides**.
 - Carrying out **fieldwork** (running in-depth interviews; moderating focus groups...)
 - Extracting **actionable insights** and observations from both, qualitative and quantitative analysis.
 - Writing and presenting clear and **comprehensive content reports**.
- > **Good at listening, observing and identifying** population and consumer's behaves, interests, motivations, needs and desires.
- > **Analytical skills** and ability to see all about the big picture as well as the smallest detail.

COMPUTER SKILLS

- > Proficiency in **MsOffice** | **Windows** | **Mac**
- > Expertise in **Photoshop** and **Video Editing Software** (FinalCut, Adobe Premiere)
- > Knowledge of **R** (Programming language for data analysis and visualization. Self-learning)
- > Knowledge of **D3.js** (JavaScript library for interactive data visualization. Self-learning)
- > Familiar with coding **HTML/CSS**

LANGUAGES

- > **Spanish**: mother language.
- > **English**: Fluent written and spoken.
- > **Portuguese**: good understanding (reading and listening) and basic written and spoken.

EXPERIENCES ABROAD

- > One academic year living in **Leicester (UK)** at the age of 18.
- > 6 months working as a Social Researcher for a Rural Development NGO in **Portugal** (2010)
- > 3 months living in South America (**Chile** and **Argentina**) travelling and collaborating with the NGO Ciudadano Inteligente (2012)

OUT OF WORK INTERESTS

- > Tap Dancing
- > DIY (Building stuff that solves the everyday life)
- > Biking & Hiking