Beatriz Martínez

Social & Market Researcher ~ Data Visualizer

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Detail-oriented and resourceful person seeking position in a team or project that requires research and data visualization skills.

EDUCATION

> **Bachelor of Sociology** - 2004
> Salamanca University (Spain)

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

WORKING EXPERIENCE

> 2013 – PRESENT 2 years of experience in developing data visualization projects:

>> **Asylum in the UE, an unequal right:** team project developed for the Madrid Data Journalism Work Group. (Data Analysis in R + visualization in d3.js + web developing)

>> **España en cifras:** reference webpage where it is possible to find the main figures for any of the 8119 municipalities of Spain (budget, public debt, unemployment rate…). Developed together with Populate for the Spanish digital journal El Español (visualizations development in d3.js).

>> **Fundación Cerezales (Spanish NGO):** Interactive visualization to show the last five years of NGO activity (data analysis in R + visualization in d3.js + web developing).

>> **Visual Aragopedia:** Interactive visualization developed for the 24h Jacathon competition. (Data analysis in R + visualization in d3.js) **First Prize!**

>> **Official Development Assistance:** Visualization to explore how the Official Development Assistance has changed in Spain since 2008. (Data analysis in R + visualization in d3.js)

>> **Where the MadMoney goes:** Developed for the Innova Challenge Big Data competition launched by the BBVA Innovation Center (Data Analysis + Data Visualization, both in R)

> * Check out my portfolio at visualizados.com

> 2008 – PRESENT: 6 years of professional experience as social and market researcher:

>> **Managing the entire process of quantitative and qualitative research,** in a wide range of fields such us: User Experience and Usability, Concept and Product tests, Rural Development studies, etc.

>> **Developing indicators and impact assessment methodologies** for Social Media brand impact and for **Measuring the Inclusive Social programs impact** - goo.gl/PO93E

> **Teaching the Research Process** to companies: Ciudadano Inteligente (Chile) and as a guest lecturer at Instituto Europeo di Design (Madrid).

> * **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

> **Extracting data from secondary sources:** research, scrapping, OCR, cleaning and processing data.

> **Information and data analysis:** analytical skills and ability to see all about the big picture as well as the smallest detail.

> **Information design:** organize and present information in an attractive way in order to make it easier to understand.

> **Management and execution of qualitative and quantitative studies**, including the entire cycle (setting meaningful objectives, carrying out fieldwork, extracting actionable insights, writing and presenting comprehensive content reports)

> **High capacity for observing and identifying** population and consumer behaviour, interests, motivations, needs and desires.

COMPUTER SKILLS

> **R** language
> **D3.js** JavaScript library
> Familiar with coding **HTML/CSS/JavaScript**
> Expertise in **Photoshop** and **Video Editing Software** (FinalCut, Adobe Premiere)
> Proficiency in **MsOffice | Windows | Mac**

LANGUAGES

> **Spanish**: native.
> **English**: fluent in written and spoken.
> **Portuguese**: good understanding (reading and listening) and basic written and spoken.

FURTHER INFORMATION

> Madrid **R Users** Group member.
> Madrid **Data Journalism** Work Group member.

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)