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** 1.5 years of experience in developing data visualization projects:

  > **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). **In progress.**

  > **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)

  > **Así nos vamos (Spanish Emigration project):** Group project developed for the Madrid Data Journalism Work Group. (Data Research + Data Analysis in R + Wordpress)

  * 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)