



LEYRE DE CEPEDA

PHD - DIGITAL TRANSFORMATION SPECIALIST

With only 35 years old I have +10 years of experience in the marketing and communication industry. I combine my main job as a Communication Specialist with teaching in the University. Actually I have more than 300 students in my classes learning about how the digital transformation involves all in our lives.

Proven experience in all fields of communication. Excellent sales, leadership and project management skills. A result oriented professional. Culturally sensitive, responsible with the work with excellent common sense. Persistent, creative and proactive.

EXPERTISE #KEYS

#DigitalTransformation #Communications #PublicAffairs
#InternationalRelations #PR #SocialMedia #TransMedia
#Events #MultiTask #NeuroScience #NeuroMarketing

LANGUAGES

- Spanish (native)
- English C2
- French B1 (DELF)
- Portuguese (basic)

EDUCATION

REY JUAN CARLOS UNIVERSITY
PhD Program in Social Science
2020 - 2024

CONDE NAST GROUP & COMPLUTENSE UNIVERSITY
MSD in Marketing & Communication
2013-2014

FINANCIAL STUDIES CENTER (CEF)
Online Marketing, E-commerce, and Advertising
2011

REY JUAN CARLOS UNIVERSITY
Bachelor's degree in Journalism and Communication Studies
2005-2010

CONTACT

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Based in Madrid #OpenToMove

CURRENT ROLES

RECTORS COUNCIL - CRUE SPANISH UNIVERSITIES

Communications & Institutional Affairs

2015 - present

Main interlocutor of the universities with the central government & key role in regulation frame of Higher Education

- Communication strategy -> Identification and monitoring of political and strategic trends
 - PR Events
 - Press room & relationship with the media
 - Social media
- www-crue.org / @crueuniversidad

REY JUAN CARLOS UNIVERSITY

Associated Professor - Digital Transformation

2019 - present

Social Media: Design, Management and Optimization (bilingual program)

Main coordinator Project #COMMCRISIS - Teaching Innovation Program

www.urjc.es / @urjc

MASTER & MBA INSTRUCTOR - BUSINESS SCHOOL

2021 - present - Neuroscience - Neuromarketing - Communication & leadership



INTERNATIONAL LECTURES

Guest speaker in universities over the world



EXPERIENCE

SAXION UNIVERSITY OF APPLIED SCIENCES

Digital transformation workshop

Netherlands 2021

RED ELÉCTRICA DE ESPAÑA

Institutional Affairs

Spain 2021

UNIVERSITY OF NEVADA (UNR)

Crisis Communications workshop

USA 2021

PULLMANTUR (ROYAL CARIBBEAN GROUP)

Digital Marketing

Spain 2011-2015

PORCELANOSA GROUP

Sales & Promotions

Spain 2007-2014

MEDIASET

Webmaster

Spain 2010

BNP PARIBAS

Internship

Spain 2009

PUBLICATIONS

De Cepeda Aparicio, L., & Rubira-García, R., Zaharia, A. (2023). **NRA Women: From Victimization to Branded Content as a Strategy to Attract Female Audience to Gun Culture on Instagram.**

Comunicación y género. Ediciones Complutense. <https://dx.doi.org/10.5209/cgen.92004>

De Cepeda Aparicio, L., & Rubira-García, R. (2022). **Gun culture as domestic technology in the United States: A systematic review.** TECHNO REVIEW. International Technology, Science and Society Review <https://doi.org/10.37467/revtechno.v11.4472>

Rubira, Rainer; Venet, Jaqueline; Cepeda, Leyre (2021): **Innovaciones epistemológicas para nuevas experiencias.** Las representaciones y mediaciones sociales como aparatos conceptuales para el estudio de los procesos comunicativos en la era digital. Congreso TMIC 2021

ACTIVITIES

'WOMEN IN STEM - INTERNATIONAL DAY' (SPEAKER - ANNUAL CONFERENCE) 2020-2023

REY JUAN CARLOS UNIVERSITY

'FROM THE UNIVERSITY TO THE MEDIA: WAYS FOR THE SOCIAL DIFFUSION OF KNOWLEDGE

AUGAC Formation

2021

HACKON 2021 & 2022

REY JUAN CARLOS UNIVERSITY

COP25 CHILE-MADRID 2019

Commitment of Spanish universities

'NEW SCENARIOS FOR UNIVERSITY COMMUNICATION & DIGITAL METAMORPHOSIS

AUGAC Formation

Certified Microsoft Innovative Educator

