

Ingrid Paola Marín Cabezas

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Malzgasse 1/4, 1020, Vienna, Austria

EDUCATION AND TRAINING

Master of Science, Technology and Society - University of Vienna. 04.10.2021
– Present

Thesis topic

- Society envisioned by startups that produce ‘high-risk’ AI

Specialisation in Social Management - University Escuela Superior de Administración Pública ESAP. 01.02.2013 – 24.04.2014

Main subjects / occupational skills covered

- Knowledge of public administration and its economic and social context.
- Formulation and financing of projects in social development.
- Social management (strategic thinking, global and institutional networks, sectoral and territorial vision, sustainability, and leadership).

BA in Social Communication - Fundación Universitaria UNINPAHU 01.02.2005
– 09.12.2010

Main subjects / occupational skills covered

- Drafting skills
- Investigation techniques
- Public relations
- Political institutions
- Communication for negotiation and crisis
- Mass media and social media

WORK EXPERIENCE

Student Research Assistant - Project AI Catalyst for SMEs (Interreg Austria-Czechia programme - European Regional Development Fund) -Institute for Advanced Studies (IHS) - 26.02.2024 - Present

- Develop a conceptual framework for an AI Readiness Radar.
- Present AI ethical considerations in cross-border events.

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- Conduct literature review.
- Support preparation of questionnaires and documents regarding to the project.

Professional of the Body of Administration and Decision - Ministry of Science, Technology and Innovation – 10.03.2021 – 30.09.2021 - Colombia

- Support planning, communication, dialogue, and convocation for the sessions of the collegiate body.
- Prepare and share minutes, agreements, and reports for the sessions.
- Support the dissemination, management, and compliance of projects.
- Respond citizen requests about projects.

Change Management Analyst for a Technological Transformation Project - University Escuela Colombiana de Ingeniería Julio Garavito – 18.02.2018 – 30.11.2020 - Colombia

- Perform impact analysis of processes, tools, and people to define change management strategies and budget.
- Training managers, professors, and students on how to use new systems.
- Serve as a liaison between project management and the institutional board.
- Coordinate and develop a communication plan for the project.
- Elaborate reports and measurements of communication strategy, change management, and training.
- Write news about the project for internal communication broadcasting.

Support of a Senior Consultant - United Nation Development Programme – 31.03.2019 – 29.11.2019

- Produce reports of the UNDP's consultancy for the implementation of the *Sustainable Development Goals* (SDGs) in the private sector in Honduras.
- Produce questionnaires to collect data of contributions from the private sector on the Global Goals based on *GRI Sustainability Reporting Standards (GRI Standards) and SDG Compass*.

Public Relations and Journalism Volunteer- Econocom Foods – 09.09.2017 – 05.12.2017- South Africa

- Analyse communication and reputation factors of the company.
- Establish competitive benchmarking of bio-available nutrition sector in South Africa.
- Write a funding proposal with real prospects for investors.

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Strategic Communications Professional - Telefónica Movistar Colombia and Telefónica Foundation – 23.08.2014 – 22.03.2017 – Colombia

- Manage a staff of 4 project managers from social media, PR and video agencies.
- Coordinate and execute communication and positioning plan.
- Generate synergies between public affairs and communication departments of the allied NGOs and the government sector.
- Produce written material for digital and visual content.
- Coordinate updating of the website and internal channels.
- Responsible for the communication of VIP events

Communications Professional - University Escuela Colombiana de Ingeniería Julio Garavito – 30.08.2010 – 20.08.2014 – Colombia

- Internal and external dissemination of scientific research.
- Coordinate and implement an internal communication plan, social media strategy, and supporting marketing plan.
- Administer communication channels (Bulletin, Newsletter, digital portfolio, and social media).
- Write, edit, and proofread content for internal and external communicational pieces, and merchandising.
- Support external communication with press release content.
- Responsible for training and evaluation of internships.

LANGUAGE SKILLS

Mother tongue(s): Spanish
Other language(s): English

ORGANISATIONAL SKILLS

University Escuela Colombiana de Ingeniería Julio Garavito

- Direct testing and training of new IT applications.
- Decision-making and initiative: creation of first strategy for positioning scientific research.
- Research and formulating institutional communication policies.
- Ability to translate complex information into clear and simple messages.
- Relations: a solid network of alliances in the Communication area and faculties at university.

Econocom Foods

- Thorough investigative skills and reporting methods.

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Telefonica Movistar Colombia

- Ability to assume challenges: Interim head of communication for 8 months of the Public Affairs, Regulation and Foundation area.
- Managing budgets: organising, controlling and reporting communication budget.
- Team management: responsible for PR, digital and video agencies, and trainees.