

## Dr. Noelia García Castillo

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PhD in Communication Science (Complutense University of Madrid) with the doctoral dissertation titled “Female Image in Advertising during the Spanish Civil War: Content Analysis Applied to Print Advertising”.

My current professional objectives are internationalizing my research activity and extending my teaching experience at University. I conceive of higher education from a wide perspective including not only preparing students in an effective and practical way, but also encouraging critical thinking, collaborative learning and entrepreneurship.

I have received an *Ayuda a la Formación del Profesorado Universitario* (FPU-2010) granted by the Spanish Ministry of Education, Culture and Sports. I have a great vocation for teaching after my four years’ experience at the *Departamento de Comunicación Audiovisual y Publicidad II* (Complutense University of Madrid). Also, I have worked in teaching innovation projects funded by Complutense University of Madrid and, nowadays, I am a master thesis adviser at EAE Business School (Master in Corporate Communication).

English: *Certificado de Aptitud* degree issued by *Escuela Oficial de Idiomas* (C1 level in the Common European Framework of Reference for Languages), frequent participation in international conferences and conduction of a workshop in this language.

Professional experience in the communication sector: Department of Sponsorship and Commercial Management at *Instituto Cervantes* and at the media agency *Omnicom Media Group*. Evaluator in the innovation and social entrepreneurship program *Ruta Quetzal BBVA*.

Participation in research projects funded by the United Nations High Commissioner for Refugees, by The EU Framework Programme for Research and Innovation (Horizon 2020) and by the Spanish Ministry of Economy and Competitiveness (Excellent Scientific and Technical Research).

Author and co-author of ten book chapters released by internationally recognized publishing houses in the field of Communication, such as Nordicom and Fragua. Six articles in scientific journals indexed in the databases JCR, IN-RECS, LATINDEX, RESH, MIAR and DICE, among others. Nine papers at international conferences, including the two latest editions of the one organized by the European Communication Research and Education Association (ECREA). Visiting researcher at *Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa*.

Main research lines: Communication and Human Rights, Teaching innovation, Gender and Media, History of communication.