



# 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 (DELFL)
-  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

Leyre\_alcorcon@hotmail.com - 00 34 676038951  
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 #COMMCRISS - 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