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EDUCATION

- ***UNIVERSIDAD INTERNACIONAL DE CATALUNYA (Julio 2011)***
PhD Cum Laude. **Subject: Promoting aluminium packaging recycling among teenagers through environmental communication: workshops and SMS messages.**
- ***UNIVERSIDAD INTERNACIONAL DE CATALUNYA (UIC). (2008-2009)***
Oficial Master in Research in Social Science, Humanistic and Legal. Research Project subject: Communication techniques in the teenagers' environmental awareness. Cellular as a new communication tool. Mark: 9/10.
- ***UNIVERSIDAD AUTONOMA DE BARCELONA. (1979-1984)***
Graduate in Communication Sciences, Advertising and Public Relations.
ESCUELA SUPERIOR DE ADMINISTRACION Y DIRECCION DE EMPRESAS (ESADE). (1984-1987)
Graduate in Marketing Direction (1986) and Financial Studies (1987).
- ***UNIVERSIDAD DE BARCELONA. (2000)***
Postgraduate in Alternative Conflict Resolution.
- ***INSTITUTO INVESTIGACIONES ECOLOGICAS.(1995-1996)***
Master in Environmental Education.
- ***UNIVERSIDAD DE BARCELONA. INSTITUTO DE ECONOMIA PUBLICA, COOPERATIVA Y DE DERECHO FINANCIERO. (1993).***
Postgraduate in Environmental Management. Legal and business issues.

LANGUAGES

Spanish- Catalán

English: Certificate Advance EOI

French: understanding and speaking

EXPERIENCE

• *Experience as a consulting in Communication and P.R*

- **ARPAL (Asociación para el Reciclaje de Productos de Aluminio).** (From 1994 until now). www.aluminio.org. Association that promotes aluminium packaging recycling in Spain. Responsible of Communication and P.R and educational projects for schools in order to promote aluminium packaging recycling among citizens, schools and companies.
- **Gremi de Recuperació de Catalunya.** (From 1996 until now). Editor of the magazine *Recupera*, about waste recycling. www.gremirecuperacio.org
- **PRO CARTON España (association that promoted cartonboard as a packaging material).** (From 1998 until 2009, when it closed). Responsible of Communication and P.R in Spain. Design of Communication Strategies to all targets (media, packers and fillers, retailers, designers, etc.), implementation and follow up. Coordination with all European delegations in order to have similar communication and P.R strategies.
- **Fundació Natura** (2000-2002). Consulting in Communication and P.R. Creation of the Communication and Press Department, design of the communication strategy and training of internal workers.
- **Instituto de Economía Pública y de Derecho Financiero de la Universidad de Barcelona.** (From 1993 until 2002). Development and coordination of environmental postgraduate programs. Teacher of Environmental Communication and Environmental Alternative Conflict Resolution.
- **Ayuntamiento de Cerdanyola (Barcelona). Programa NOW.** (1993). Consulting in the Department that was supporting entrepreneurs created by the town house. Training of future business woman in Management, Marketing Strategy and Sales.
- **Consortio de Formación y de Iniciativas Cercs-Berguedà.** (1991). Institution that promotes the economy of the region Berguedà in Catalunya (Spain). Responsible of the Communication and Press Department.
- **Discasa- Mr.Fish.** (Company of fishing product sold by catalogue). Marketing Director. Creation of the sales network through exclusive shops in all Spain. Edition of the annual catalogue and coordination of the advertising campaigns.

- **Journalist experience:**

- **Magazine Recupera** (From 1997 until now)
Editor and journalist of the magazine Recupera about waste recovery and recycling (domestic and industrial waste).
- **Newsletter PRO-CARTON NOTICIAS** (From 1998 until January 2009).
Coordination and writing of 3 newsletters per year about cartonboard sector.
- **Newsletter Aluminews** (From 1995 until 2003).
Coordination and writing of the newsletter **Aluminews** about aluminium packaging recycling.
- **Magazine Mi Familia y yo** (From 1997 until Juny 2000)
Writing a monthly page about domestic ecology.
- **Freelancer** (1993-1996).
Magazines: Ecología y Sociedad, Vida Rural, Revista de Economía Social y de la Empresa.
- **Editorial staff of the newspaper El Observador** (1990-91).
- **Editorial staff of the magazine Lecturas.** (1984-87).

- **Books:**

- **Coauthor of "Diccionario del Medio Ambiente", Environmental Dictionary.** Editorial EINIA. Barcelona, February 1994.
- **Coauthor of "Diccionario de la Recuperación", Recovery and Recycling Dictionary,** publish by *Gremi de Recuperaçió de Catalunya (scraps dealer association)*, 2007.

- **Teaching experience:**

- **Universitat Internacional de Catalunya (UIC).** (From Septiembre 2011). Teacher of "Working with the media" in Advertising and P.P Grade.
- **Instituto de Economía Pública y de Derecho Financiero de la Universidad de Barcelona.** (From 1995 until 2002).
 - Teacher of environmental communication and education in postgraduates and other courses about environmental management .
 - Teacher of Environmental alternative Conflict Resolution.
- **Universidad de Barcelona. Facultad de Ciencias Empresariales.** (From 2001 hasta 2003). Teacher in the Master about Business Communication.
- **Universidad Pedagógica y Tecnológica de Colombia.** (July- September 1995). Teacher of Environmental Education. Intercampus Program.

- ***Consorcio de Formación y de Iniciativas Cercs-Berguedà***(1989-91). Teacher of Marketing, Communication and P.P and Sales.

OTHER EDUCATION

- *UNIVERSIDAD POLITÉCNICA DE CATALUÑA*. Formación de Formadores Certificado de Aptitud Pedagógica (1999-2000)
- *COL.LEGI DE PERIODISTES DE CATALUNYA*. Com i on trobar Informació Ambiental. (Noviembre 1996).
- *CARLETON UNIVERSITY (Canadá)*. *Continuining Education*. Comunicación y RRPP. (1992).
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- *TRENT UNIVERSITY (Canadá)*. Environment and Development (1992).
- *Attending regularly to seminars and conferences*.