



ALEJANDRA RUIZ LEÓN

SCIENCE POPULARIZATION INSTITUTIONAL COMMUNICATION

CONTACT

alejandraruizleon@gmail.com

www.alejandraruizleon.com

Lima, Peru

PROFILE

I am a multidisciplinary professional, with the main interest in science and its popularization. I have worked in diverse institutions related to education and scientific research, that has allowed me to enhance different skills as strategic management, communication, digital marketing, and especially science communication. By combining and applying them, I have been able to create a bigger impact on the projects I have led and participated.

My strong social skills, independence and ability to adapt to a variety of situations characterize me. I have traveled to more than 30 countries and lived in several cities, which has allowed me to incorporate different points of view and work with people of different backgrounds. Challenges and personal goals allowed me to keep trying and working harder every day.

EDUCATION

2017 – 2018

HISTORY OF SCIENCE, MASTER'S DEGREE

The Autonomous University of Barcelona, University of Barcelona

2014 – 2015

SCIENCE, ENVIRONMENTAL AND MEDICAL COMMUNICATION, MASTER'S DEGREE

Universitat Pompeu Fabra

2011 – 2013

MANAGEMENT AND CREATION OF ENTERPRISES IN SCIENCE, DIPLOMA

University of Navarra

2009 – 2013

BIOCHEMISTRY, DEGREE

University of Navarra

EXPERIENCE

2015 – 2017 EXECUTIVE ASSISTANT

UNIVERSITY OF PIURA, PERU

As an executive assistant of the Institutional Relations Direction, I was in charge of the communication and fundraising campaigns. I conducted actions to increase the reputation of the university and the relations with the Alumni community. I was in charge of several projects as the communication strategies for the New Building E, the "Todos Somos Piura" campaign for the victims of El Niño, the merchandising store and fundraising for the university 50 years anniversary, as well as an event organizer for the university and local authorities.

2015 – 2018 DIRECTOR AND FOUNDER

PIURA CON CIENCIA, PERU

I found a science popularization project called *Piura con Ciencia*, in the north of Peru. I was in charge of the design and execution of activities for students, teachers, volunteers and journalists in Piura. During 4 years of work, the project reached more than 5000 participants, 500 volunteers and made more than 50 activities. As the director, I gained and manage public and private funds for the project. In 2017, we gained the *Gutenberg Prize for Scientific Communication* in Barcelona.

PERSONAL AND FREELANCE PROJECTS

2019: Neighbor representative in Lince, area 9.

2018: Drafting of the final booklet for the HEIRRI project, Universitat Pompeu Fabra

2015: Research assistant for grant writing the HEIRRI project proposal for the European call H2020.

2014: Founder and Vice-president of Tandem, an NGO that supported Latin-American social projects, by giving fundraising and communication advice.

LANGUAGES

Spanish> Native

English> Advanced TOEFL 107

French> Intermediate

Catalan> Intermediate

Mandarin> Basic HSK 2