

DANIELA MARTIN

BA, MA

Daniela Martin is a science communicator, media producer, and researcher with more than 15 years of experience across strategic communication, public engagement, and social and cultural management.

She leads the Institute for Methods Innovation's (IMI) communications strategy and digital presence, overseeing media relations, social media, and the development of promotional, educational and research-based content. She plays a key role in translating complex research into accessible formats and expanding IMI's global reach. Since joining IMI, she has contributed to more than a dozen projects, including European Commission-funded initiatives, and led the design of online courses and workshops focused on research impact, science communication and policy engagement.

Daniela's background in science communication, urban sociology and research methodology informs her leadership in digital storytelling, cross-media production, and strategic engagement. She has designed and led public engagement strategies, facilitated participatory workshops, and worked with a wide range of clients, including government agencies, universities, and international organizations. Her career includes academic appointments in Mexico and Germany, where she taught and developed courses on public engagement, media production, discourse analysis, and science communication.

CAREER HISTORY

Relevant Highlights

2022 - Present

Research Associate | INSCICO gGmbH

Horizon 2020 funded EU-Project AURORA

- Internal and external project communication.
- Web development and design.
- Media production: graphic design, audio, and video production.

2021 - Present

Director of Communications | Institute for Methods Innovation

- Lead key projects and management responsibilities in the organization.
- Contribute to defining the strategic direction of the organization as a senior leader.
- Develop and execute comprehensive communication strategies and plans.
- Manage and oversee the company's public and media relations efforts.
- Create and disseminate external communication materials.
- Lead communication planning efforts and manage the company's social media and online presence (including websites).
- Oversee the production of marketing and promotional materials, including the use of AI tools.
- Efficiently manage the budget and resources for the communications department, track ROI on communication initiatives.

- Maximize the efficiency and effectiveness of communications strategies, plans, and techniques (particularly in the use of technology).
- Oversee communication staff, including line management, with a focus on productivity and value-for-money for the organization.
- Work as a subject matter expert on cross-functional teams, including delivering expertise in science communication, design, and communication research.

2020 – 2021

Science Communication Specialist | iCoRSA

Contributor to the work of ICoRSA under WP2, WP3, WP4, WP6 and/or WP7 of the RRING project.

- Qualitative social science analysis and report writing.
- Prepared documents for academic publication and non-academic dissemination.
- Prepared and edited deliverable reports and related documents.
- Conducted desk-based research to support the analysis work.

2018 – 2019

Research Associate | Rhine-Waal University

- Delivered lectures to undergraduate students of the bachelor's degree in Science Communication.
- Organized field trips.
- Developed course curricula and content.
- Co-supervised final theses and student projects.
- Responsible for the Cross-media Production Lab.

2018 – 2019

Communications Officer | Rhine-Waal University

Horizon 2020 funded EU-Project NUCLEUS

- Internal and external project communication.
- Responsible of media releases, audio and video production, newsletters and website texts, as well as social media management.
- Support in project administration, reporting and event management.

2017 – 2022

Producer / Editor | Mako Animation Studio

- Developed storytelling ideas and pitches.
- Maintained projects on schedule and under budget.
- Developed marketing and distribution plans.
- Edited scripts.
- Acted as a liaison between executives and creatives, ensuring the production process worked both financially and creatively.

2010 – 2017

Researcher | Ensamble Social (Guadalajara, Mexico)

Based on an extensive professional experience in the fields of city-management and science communication, Ensamble Social supported local and international stakeholders by encouraging innovative communication formats and strategic

approaches connecting scientific institutions, cities and civil society. Some of our clients included governments, universities and international research organizations like UN-Habitat and the French National Research Agency.

EDUCATION

- 2016 **Visiting Student.** English Department
University of Central Florida | Orlando, Florida, USA
Supervisor: Dr. Anthony Grajeda.
- 2014 – 2016 **MA Communication of Science and Culture**
ITESO, Jesuit University of Guadalajara | Guadalajara, Mexico.
Thesis: The symbolic construction of the future in scientific-technological discourses of cultural industries: the EPCOT as a case study.
- 2004 – 2009 **BA Psychology**
ITESO, Jesuit University of Guadalajara | Guadalajara, Mexico.
Thesis: Social management for the design of accessible public spaces.

GRANT-FUNDED PROJECTS

Daniela's contributions to research and innovation projects span more than a dozen European Commission-funded initiatives, including Horizon 2020 and Horizon Europe projects such as AURORA, HYPOP, NUCLEUS, RRING, and Project Ô, with budgets ranging from €1 million to €16 million. She is experienced in communication for impact, dissemination planning, stakeholder engagement, and the creative integration of emerging technologies, including AI tools, into communication strategies.

FEMLEAD: Fostering fEMale participation and LEADership in open science initiatives

European Commission Erasmus+

Budget: €400,000 | www.femlead.eu

REMHUB: Rare Earth and Magnets Hub for a resilient Europe

European Commission Horizon Europe IA (2024-)

Budget: €16,000,000 | www.remhub-project.eu

ATLIC: Atlantic InnoBlue Communities

Interreg Atlantic Area | Co-funded by the European Union

Budget: €3,500,000 | www.atlic.eu

EU-CIEMBLy: Creating an Inclusive European Citizens' Assembly

European Commission Horizon Research and Innovation Actions

Budget: €2,106,591

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755 | www.hypop-project.eu

AURORA: Achieving a new European Energy Awareness

European Commission Horizon2020 Research and Innovation (2021-2025)

Budget: €4,786,456 | www.aurora-h2020.eu

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018-2021)

Budget: ~€3 million | www.rring.eu

NUCLEUS: New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions

European Commission Horizon2020 Research and Innovation (2014-2020)

Budget: ~€4 million | www.nucleus-project.eu

PUBLICATIONS

Daniela's publications explore science and culture through the lens of discourse and symbolic representation, including peer-reviewed journal articles in JCOM and Open Research Europe, book chapters on science communication in Latin America, and professional reports for EU-funded projects and UNESCO. Her Master's thesis, **La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio**, was selected as the inaugural publication of Vestigium, the academic press of ITESO, Jesuit University of Guadalajara (Mexico), recognizing its contribution to science communication and cultural studies.

Books

Martin, D. (2019). *La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio*. Guadalajara, Mexico: ITESO. ISBN 978-607-8616-55-8

Chapters in Edited Books

Martin, D. (2021). Proyecto COM100-CIA: Ciencia con y para la Sociedad. In S. Herrera-Lima, C. Orozco and A. Pantoja (Coords.), *Comunicar Ciencia en México: Fundamentos, Estudios y Experiencias*. Guadalajara, Jalisco: ITESO. ISBN 978-607-8768-52-3

Martin, D. (2018). Disney y su construcción simbólica del futuro. In S. Herrera-Lima and C. Orozco (Coords.), *Comunicar Ciencia en Mexico: Prácticas y Escenarios*. Guadalajara, Mexico: ITESO. ISBN 978-607-8616-39-8

Articles in International Peer-reviewed Journals

Jensen, E. A., Reed, M., Daybell, J., Martin, D. et al. (2025). Responsible research impact: Ethics for making a difference. *Open Research Europe*. DOI: 10.12688/openreseurope.19649.1

Martin, D. (2019). EPCOT theme park as a science communication space: the Test Track case. *JCOM*, 18(04). DOI: 10.22323/2.18040209

Herrera-Lima, S. & Martin, D. (2018). Promised future and possible future: science communication and technology at World's Fairs and theme parks. *JCOM*, 17(03). DOI: 10.22323/2.17030204

Professional Publications (selected)

Reed, M., Jensen, E. & Martin, D. (2025). [Beyond the usual suspects – how to make stakeholder analysis more inclusive](#). *LSE Impact Blog*.

Jensen, E., Lorenz, L., Geck, A., van Zuydam, L., Martin, D., Smith, B., Wagoner, B., Rademan, L., Foulds, C., Fox, E., Khalid, R., Sule, O., Cummings, J., Sahan, K., Landeweerd, L., Zwart, H. & Kingsley, U. (2021). *State of the Art of RRI in the Five UNESCO World Regions*. Zenodo. DOI: 10.5281/zenodo.4926175

Martin, D., Jensen, E., Wagoner, B. & Lorenz, L. (2021). *Supporting UNESCO Member States in Evidencing 10 Key Priority Areas - Measures and Indicators for Lithuania, Serbia and South Africa*. DOI: 10.5281/zenodo.4912589

Martin, D. & Regan, L. (2019). *Lessons from the Implementation of RRI in Universities and Scientific Institutions*. Kleve, Germany: NUCLEUS Project. Available at <https://bit.ly/3lqo2xK>

Martin, D. and Regan, L. (2018). *Bringing RRI to Life in Universities and Scientific Institutions*. Kleve, Germany: NUCLEUS Project. Available at <https://shorturl.at/muxJR>

Martin, D. (2016). *La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio*. Master's Thesis. Guadalajara, México: ITESO. Available at <https://rei.iteso.mx/handle/11117/4339>

Martin, D., Payró, P. and Castañón, R. (2016). El difuso derecho a hacer ciudad. In *Informe sobre la situación de los derechos humanos en Jalisco, Mexico, 2016* (pp. 12- 19). Guadalajara, Jalisco: Centro de Justicia para la Paz y el Desarrollo, A.C. Available at <https://bit.ly/2PzjPvQ>

Presentations

Martin, D. (2021). *Theme parks as science communication spaces: the EPCOT case*. Visual online presentation at Public Communication of Science and Technology (PCST) Conference 2020+1. Available at <https://bit.ly/3GSJye8>

Martin, D. (2015). *Gestión cultural en contextos urbanos contemporáneos: nuevas heterotopías*. Presentation at the VII Congreso Nacional de Psicología Social: El Proyecto de la Psicología Social.

GRANTS

2020 - 2021	Wellcome Bursaries Grant to attend the PCST 2020+1 Conference.
2016	National Council of Science and Technology Mexico Grant for academic stay at University of Central Florida. Mixed Grant CONACyT.
2014 - 2016	National Council of Science and Technology Mexico Grant for graduate studies. National Program for Quality Graduate Studies grant. CONACyT.

TEACHING EXPERIENCE

Through her university teaching and professional development programmes, Daniela has equipped over 400 students, researchers, and professionals (including participants from major universities, research consortia, and policy-focused initiatives) with skills in science communication, research impact, and public engagement strategy. She is an advocate for inclusive, culturally responsive communication practices that support effective public and policy engagement.

2019 - 2022	Professor. Sociocultural Studies Department <i>ITESO, Jesuit University of Guadalajara Guadalajara, Mexico</i> <ul style="list-style-type: none">• Discourse Analysis• Science Communication
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2018 – 2019

Research Associate. Faculty of Technology and Bionics.
Rhine-Waal University of Applied Sciences | Kleve, Germany

- Print & Web, TV & Radio
- Interactive Media
- Data-driven Journalism
- Freelance Journalism
- Comparative International Media Studies
- Storytelling & Science Fiction
- Ethical, Legal and Social Implications of Science
- Media Production Technologies
- Innovative Online Formats
- Public Engagement

2017 – 2018

Associate Professor. Sociocultural Studies Department
ITESO, Jesuit University of Guadalajara | Guadalajara, Mexico

- Museums and Community

AFFILIATIONS

Public Communication of Science and Technology (PCST) network

LANGUAGES

Native Spanish

English Proficiency