

## Escuela Superior Politécnica del Litoral

### RESUME

#### 1. PERSONAL INFORMATION

<b>LAST NAME:</b>	Ulloa López
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#### EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Philosophie Doctor	Fourth	Universidad de La Habana	Communication Science	Cuba
Master	Fourth	ESPOL Polytechnic University	Branding	Ecuador
Máster	Fourth	Universitat Autònoma de Barcelona.	Digital Communication	España
Bachelor	Third	Universidad Católica de Santiago de Guayaquil	Social Communication	Ecuador
Bachelor	Third	Universidad Católica de Santiago de Guayaquil	Journalist	Ecuador

#### ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Universidad de Especialidades Espiritu Santo	4 years	2009	2013	Professor
Universidad Casa Grande	6 years	2011	2017	Professor
Universidad Católica de Santiago de Guayaquil	1 year	2015	2016	Professor
ESPOL Polytechnic University	9 years	2011	Actually	Professor

#### RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
Diario El Universo	Journalist Junior	Digital Newspaper	2003	2005
Diario El Comercio	Journalist	Newsroom	2005	2007
Diario El Telégrafo	Web Editor (Senior)	Digital newspaper	2007	2012



### ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
Congreso ICOM – Cuba 2015	Academic event	Leader author	December 7th, 2015	December 15th, 2015	1 week	Universidad de La Habana
Congreso Multidisciplinario UÍDE 2016	Academic event	Leader author	September 5th	September 7th	1 week	Universidad Internacional del Ecuador
Congreso ULEPIIC 2017	Academic event	Leader author	July 12nd, 2017	July 14th, 2017	2 days	Ciespal & ULEPIIC
CIICS 2016	Academic event	Leader author	September 20 th, 2016	September 22 nd, 2016	3 days	Universidad Casa Grande
Congreso CUICIID 2018	Academic event	Leader author	October 24th, 2018	October 25th, 2018	2 days	Universidad Complutense de Madrid
X Congreso Revista Latina de Comunicación, 2018	Academic event	Leader author	December 3rd, 2018	December 7th, 2018	4 days	Universidad de la Laguna & Revista Latina de Comunicación.
CUICIID 2019	Academic event	Leader author	October 23rd, 2019	October 24th, 2019	2 days	Universidad Complutense de Madrid
COISINT 2019	Academic event	Leader author	May 8th, 2019	May 10th, 2019	3 days	Universidad Católica de Ibarra &IEEE
CISTI 2020	Academic event	Leader author	June 24 th	June 27 th	2 days	Universidad de Sevilla & IEEE
I Congreso internacional RICE 2019	Academic event	Leader author	14-11-2019	15-11-2019	2 days	Flasco & RICE
VII Congreso REDU -Yachay	Academic Event	Leader author and master conference	11-11-2019	15-11-2019	5 days	Yachay & REDU
I COMRED 2020	Academic event	Leader author	6-02-2020	7-02-2020	2 days	Universidad Complutense de Madrid.
5º Congresso Internacional Media Ecology and Image Studies	Academic event	Leader author	November 1 st	November 1 st	1 day	Unversidad del Estado Paulista
CUICIID 2022	Academic event	Leader author	October 5th	October 7th	3 days	Universidad Complutense de Madrid
CUICIID 2023	Academic event	Leader author	October 5th	October 7th	3 days	Universidad Complutense de Madrid
Icomta 2023	Academic event	Leader author	September 6 th	September 8 th	2 days	Benemérita Universidad Autónoma de Puebla
COMRED 2024	Aacademic Event	Leader Author	April 25 th	April 26 th	2 days	Universidad Complutense de Madrid and Universidad de Zaragoza



### PROJECT EXPERIENCE

PROJECT TITLE	INSTITUTION	START DATE	END DATE	COUNTRY
Research about the influence that the audiovisual content exposed in the digital media has in society	ESPOL	02-01-2019	18-12-2020	Ecuador
Theoretical study methodological about hypermediations of communicative practices of young university students from Guayaquil on the net social Facebook	ESPOL	25-07-2014	02-05-2018	Ecuador
Image and society. The practice audiovisual as form of intervention social in Latin America	ESPOL	01-08-2016	31-08-2017	Ecuador
Analysis of the influence exerted by digital media based on the levels of transmedia literacy that exist in young adult users of social networks.	ESPOL	30/05/2022	30/05/2024	Ecuador

### HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Study of influence who exercise the audiovisual content exposed in the media digital in society	Yachay Tech, en el marco del VII Congreso REDU	15/11/2019	ECUADOR

### PUBLICATIONS / PRESENTATIONS / EXHIBITIONS & CREATIVE WORK

PUBLICATION TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
Analysis of mediations in practices communicatives of university students from Guayaquil in Facebook	Research paper	2015	Main author
Analysis of interactions in Twitter, among tv news and viewers from Guayaquil	Research paper	2016	Second author
Speech analysis visual in social networks of expresident of Ecuador, Abdalá Bucaram	Research paper	2018	Main Author



Speech analysis visual of Facebook in la political campaign of presidential candidates of Ecuador. Case of studio Moreno vs. Lasso	Research paper	2017	Main Author
Hypermediations that there is in the communication of university students from Ecuador in Facebook	Research paper	2019	Main Author
Speech analysis visual in social networks ex social president of Ecuador Abdalá Bucaram	Research paper	2017	Main Author
Behavior in social networks in middle of one likes renewal, megabytes and gigabytes	Research paper	2017	Main Author
E- Government Ecuadorian in the context Latin American	Research paper	2018	Second author
Construction and unconstruction media of the citizenship of Venezuelans migrants in Ecuador through Facebook	Chapter of the book	2018	Main Author
Analysis information that the public newspaper the telegraph used in Twitter and Facebook about the rejection legislative for legalize abortion in Ecuador.	Chapter of the book	2020	Main Author
Semiotic analysis of the new formats from the news about community in Facebook and twitter from the media's speech Ecuadorian digital Kolectivoz.	Research paper	2020	Main author
Linking crisis communication and citizen mental health. Case study Ecuador	Research paper	2022	Main Author
Analysis of the composition of POST COVID-19 advertising. Case of McDonald's and Pilsener-Ecuador	Chapter of the book	2022	Main Author
Video Games in Political Campaigns and as a Sociocultural A Case Study in Ecuador	Research paper	2023	Main Author

