

NIVIA ESCOBAR SALAZAR, Ph.D.

Kelley School of Business | Indiana University Bloomington | 1275 E 10th St, Bloomington, IN 47405
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EDUCATION

Florida State University, Tallahassee, FL (September 2018 – July 2022)

Doctor of Philosophy in Communication

Dissertation: *Gender Equality?: English and Spanish Media Coverage Analysis of the 2020 Tokyo Summer Olympics across Latin America and between Gender Groups*

Concentration: NBC, Telemundo, gender, content analysis, Latino, framing

Florida State University, Tallahassee, FL (August 2016 – May 2018)

Master of Arts in Integrated Marketing and Communication

Thesis: *Barriers to innovation: Examining the impact of cultural schema and adoption of an integrated mass transport system*

Concentration: Multicultural Communication, international development, and communication for development

Montgomery College, Rockville, MD (September 2014 – May 2016)

Completed all levels of Portuguese; College-Level English coursework

Universidad Del Norte, Barranquilla Atlántico, Colombia (September 2007 – September 2012)

Bachelor of Arts in Mass Communication & Journalism

Thesis: *Aris, prisionero de su cuerpo*

Concentration: Sports, youth development, and community wellbeing

ACADEMIC POSITIONS

Kelley School of Business, Indiana University Bloomington

- Lecturer of Communication, Professional & Computer Skills (2022 – Present)

Florida State University

- Teaching Instructor (2020 – 2022)
- Teaching Assistant (2016 – 2022)
- Research Assistant (2016 – 2022)

RESEARCH INTEREST

Research centers on the intersection of consumer behavior, strategic marketing, and media representation. Emphasis is placed on how cultural narratives, particularly those surrounding women in sports within the Latinx community, shape public perceptions and influence market engagement across ethnic and gender groups. This work integrates quantitative modeling and critical media analysis to examine how identity, representation, and behavioral insights inform marketing strategy and consumer dynamics.

PEER-REVIEWED PUBLICATIONS

Escobar Salazar, N. (2026). Breaking Barriers: Analyzing Gender Representation in NBC and Telemundo Sport News Websites during the Tokyo 2020 Summer Olympics. *Journal of Sports Media*. (December, 2026)

Proffitt, J. M., **Escobar Salazar, N.**, Cortese, J., & Merle, P. F. (2021). The rush to return to live sports events: A political economic analysis of sports in the time of COVID-19. *The Political Economy of Communication*, 9(1), 1–20.

Ferchaud, A., Seibert, J., Sellers, N., & **Escobar Salazar, N.** (2020). Reducing mental health stigma through identification with video game avatars with mental illnesses. *Frontiers in Psychology*, 11, 1–10.

WORKING PAPERS

Escobar Salazar, N., Why I Purchase What I See on Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic and Non-Hispanic Consumers. *Journal of Consumer Marketing*.

Escobar Salazar, N., "Media Effects: Nike Advertisements to Empower Women." Preparing for submission to the *Journal of Marketing*.

Escobar Salazar, N., "Female Bodybuilder as 'Gender Outlaw'."

PAPERS IN PROGRESS

1. Branding Under Constraint: Athlete Self-Presentation and Brand Signaling During Rule 40 of the 2026 Milan-Cortina Winter Olympic Games

Manuscript in preparation — target submission: Journal of Marketing, July 2026

- Examines how elite Olympic athletes navigate Rule 40 commercial restrictions through self-presentation and implicit brand signaling on Instagram during the 2026 Milan-Cortina Winter Olympics.
- Sample: 30 athletes from three national contexts — United States (n = 10), Italy (n = 10), and Latin America (n = 10; Argentina, Brazil, Colombia, Ecuador, Mexico, and Puerto Rico).
- Data collection window: January 22 – March 4, 2026 (41 days), capturing one week pre-blackout, the full Rule 40 restriction period (January 30 – February 24), and one week post-blackout (February 25 – March 4).
- Final corpus: 1,057 Instagram posts identified through systematic review of each athlete's primary account across the full window.
- Theoretical grounding: personal branding theory, impression management, social media self-presentation, and Olympic marketing governance frameworks.

2. Halftime Latinidad: Bad Bunny, the Super Bowl, and the Politics of Cultural Representation for Latino Audiences

Mixed-methods (focus groups/interviews + social media analysis) | Exploratory stage

- Investigates how Latino and non-Latino audiences interpret and respond to Bad Bunny's Super Bowl halftime performance as a site of cultural representation, belonging, and identity.
- Three audience segments: Latino audiences (in-group), non-Latino audiences (out-group), and bicultural audiences; examining belonging, representation, and community reactions.
- Social media component: pre/post engagement with the NFL and affiliated sponsor brands; audience reactions within and outside the Latino community.
- Theoretical framework: Social Identity Theory (in-group/out-group dynamics), encoding/decoding (Hall), Latinidad strategy, and consumer culture theory.
- Context: Telemundo's Spanish-language broadcast set a U.S. record with 3.3 million average viewers (4.8 million peak); 4.157 billion combined global views in 24 hours across TV, streaming, and social media.
- Addresses the growing purchasing power and cultural indulgence patterns of the U.S. Latino population as a key marketing audience.

3. Soccer, Belonging, and the Marketplace: Transnational Latino Fandoms and Consumer Identity in the 2026 Men's FIFA World Cup

Survey/experiment design | Exploratory stage | Target: Journal of Sport Management / Journal of Consumer Research

- Uses the 2026 FIFA World Cup (first hosted across three nations: USA, Canada, Mexico) as a natural experiment for studying how global mega-events shape consumer behavior, brand engagement, and marketplace identities for transnational Latino audiences.
- Addresses three interrelated research questions: (1) How do global sporting mega-events alter consumer behavior, brand engagement, and marketplace identities? (2) What happens when consumers hold multiple identities simultaneously (bicultural, immigrant, transnational)? (3) How do audiences perceive cultural authenticity in sport sponsorship and advertising?
- Theoretical framework: Transnational Media Theory, Social Identity Theory, globalization/glocalization, bicultural identity integration, consumer culture theory, and mediated belonging.
- Key tensions under investigation: ticket pricing as an affordability barrier for core Latino audiences; intersectionality of Latino fan identities; digital engagement and sponsorship outcomes during mega-events.

- Motivated by gaps in literature: social-media/sponsorship mechanisms in mega-events remain underexplored; intersectional audiences are understudied; recent AMA intersectionality work and a 2025 study on Latina sport fans call for more inclusive consumer frameworks.

4. She Runs the Room: Challenges, Strategies, and Survival at the Top of Mass Communication

Qualitative — semi-structured interviews, thematic analysis | Co-authored with Dr. Valerie Gruet (Northwestern University)

IRB Protocol #32111 submitted — Indiana University | Target: Corporate Communications: An International Journal (Emerald), Special Issue on Women in Mass Communication Industries | Manuscript deadline: July 6, 2026

- Examines the professional experiences, leadership challenges, and coping strategies of women in senior and C-suite roles across mass communication industries: public relations, advertising, broadcasting, journalism, and digital media.
- Semi-structured interviews (n = 8–15), approximately 45–60 minutes each, conducted via Zoom, Microsoft Teams, or telephone.
- Thematic analysis grounded in role congruity theory and organizational communication frameworks; participants assigned pseudonyms for all records and publications.
- Participant recruitment through co-investigator's professional network; snowball sampling used for referrals.

5. Reclaiming Femininity: Body Politics, Personal Branding, and the Construction of the Aspirational Fit Body in Women's Competitive Bodybuilding

Digital ethnography + systematic content analysis | In development

- Investigates how women's competitive bodybuilding constructs, reproduces, and distributes idealized body images and notions of femininity across divisions (Wellness, Bikini, Figure, Fit Model) through competition and social media.
- Ethnographic fieldwork: Arnold Classic 2023–2025, Pittsburgh Pro 2025, Ben Weider (2024–2025), Chicago Pro (July 2026), Olympia Las Vegas (September 2026), and additional competitions TBD (Oct–Dec 2026).
- Systematic content analysis of athlete social media practices across competitive season and off-season; examines evolution of body ideals and division-specific aspirational aesthetics.
- Theoretical framework: body politics, impression management, identity work, objectification theory, postfeminist media culture, visual culture theory, personal branding, self-branding, and attention economy.
- Motivated by a recent Nature Humanities & Social Sciences paper framing fitness culture as self-optimization and self-surveillance — bridging body studies and consumer research.

6. When Personalization Becomes Intrusion: Wearable Technology, Autonomy Threat, and Consumer Disengagement from Retail Ecosystems

Theory and propositions paper | Target: Journal of Retailing | In development

- Examines the conditions under which personalization through wearable technology becomes sufficiently intrusive that consumers voluntarily exit retail ecosystems.
- Theoretical model: Monitoring Intensity → Autonomy Threat → Psychological Ownership Loss → Consumer Reactance → Ecosystem Disengagement; draws on Self-Determination Theory, Psychological Ownership Theory, and Consumer Reactance Theory.
- Nine formal propositions (P1–P9): direct paths (P1–P4); moderated paths for Need for Autonomy, Health Goal Commitment, and Perceived Data Control (P5–P7); and serial mediation (P8–P9).
- Ecosystem Disengagement operationalized across behavioral, cognitive, and intentional dimensions.
- Novel contribution: proposes 're-entry architecture' — designing graceful exit and re-entry pathways for wearable-related consumer churn, analogous to subscription pause features, which retailers are uniquely positioned to operationalize.

RESEARCH PRESENTATIONS

Escobar Salazar, N. (2026). Strategic Business Communication in Global Sport and Entertainment. Three-Minute Research Pitch, paper accepted at ABC 2026 Annual International Conference, Baltimore, Maryland, October 14–17, 2026.

Escobar Salazar, N. (2026). From Presentation Skills to Perspective-Taking: Teaching Global Awareness Through Client-Based Business Communication. Panel: How Do You Teach Perspectives Beyond Your

Own?, paper accepted at ABC 2026 Annual International Conference, Baltimore, Maryland, October 14–17, 2026.

Escobar Salazar, N. (2026). Scaling the Live Client Case Experience: The Evolution and Logistics of a Large-Scale Business Communication Partnership. Panel accepted at ABC 2026 Annual International Conference, Baltimore, Maryland, October 14–17, 2026.

Escobar Salazar, N. (2025). The X's and Y's of It: Strategies of Control and Tactics of Resistance in Trans Athlete Culture Wars. Female Bodybuilders as "Gender Outlaws." Panel accepted at the NCA 111th Annual Convention "Communicate to Elevate," Denver, Colorado.

Escobar Salazar, N. (2025). Elevating the Undergraduate Learning Experience: Developing and Maintaining Impactful Community. Panel accepted at the NCA 111th Annual Convention "Communicate to Elevate," Denver, Colorado.

Escobar Salazar, N. (2025). Instagram Accounts and Self-Representation of Female Athletes and Male Athletes. Paper accepted to the 75th Annual ICA Pre-Conference: "Media and Communication in Global Latinidades".

Escobar Salazar, N. (2024). Giving Full Regard: New Stars and New Fans calls for New Approaches to Gender, Sport & Fandom. Panel presented to NCA 110th Annual Convention: "Communication for Greater Regard," New Orleans, Louisiana.

Escobar Salazar, N. (2023). English and Spanish Media Coverage Analysis of the 2020 Tokyo Summer Olympics Across Latinos in the US and Latin America and between Gender Groups. Paper presented to NCA 109th Annual Convention: "Freedom," National Harbor, Maryland.

Escobar Salazar, N. (2023). Gender Equality during the 2020 Tokyo Olympics through the eyes of the English and Spanish Media Sports News Websites. Paper presented to NCA 109th Annual Convention: "Freedom," National Harbor, Maryland.

Escobar Salazar, N. (2023). Freedom and Equity in Women's World Cup Soccer: Responses to WWC 2023. Panel presented to NCA 109th Annual Convention: "Freedom," National Harbor, Maryland.

Escobar Salazar, N. (2021). Bodybuilder Desire against Society's Perceptions in Social Media. Paper accepted to the 107th Annual Texas Social Media Conference, Fort Worth, Texas.

Escobar Salazar, N., Hale, A., Molander, H. (2020). The Hottest (and Smartest?) of ESPN: A Google Links Content Analysis on Gender Representation. Paper presented to NCA 106th Annual Convention, virtual.

Escobar Salazar, N., He, Z. (2020). Motivational Apps to Increase Physical Activity and Decrease Sedentary Behavior among Adults in the U.S. Paper presented to NCA 106th Annual Convention, virtual.

Jaroszynski, S., & **Escobar Salazar, N.** (2020). Foreign or International: New challenges for non-American instructors. Paper presented to The Diversity & Inclusion in Research & Teaching Organization Symposium, virtual.

Chapa, S., **Escobar Salazar, N., Karimkhan, F.** (2020). eWOM: Comprender la intención de proporcionar en línea críticas a través de las culturas. Paper presented to ALAIC XV Congreso, Medellín, Colombia.

Ferchaud, A., Seibert, J., Sellers, N., & **Escobar Salazar, N.** (2020). Reducing Mental Health Stigma Through Video Game Characters with Mental Illness. Paper presented to ICA 70th Annual Conference, virtual.

Dale, K., & **Escobar Salazar, N.** (2020). Portrayals of hope in the media. Paper presented to ICA 70th Annual Conference, virtual.

Escobar Salazar, N., & Raney, A. (2020). Media Effects: Nike Advertisements to Empower Women. Paper accepted to the Annual AMTP Conference, Sandestin, Florida.

Escobar Salazar, N., Ferchaud, A., Pérez, C., & Saphiro, S. (2020). Women: Instagram a Change for the New Generation. Paper presented at the 28th Annual NAAAS & Affiliates National Conference, Dallas, Texas.

Escobar Salazar, N., Wendorf Muhamad, J., & Cortese, J. (2019). Urban Sustainability and Social Exclusion. Paper presented to NCA 105th Annual Convention, Baltimore, Maryland.

Escobar Salazar, N. (2019). Enhancing the well-being of senior citizens through video games. Poster presented to D.C. Health Communication Conference (DCHC), Virginia.

Escobar Salazar, N. (2019). Chronic disease: Diabetes Self-Management Through an eHealth Approach. Paper presented to HCB3 virtual convention.

- Escobar Salazar, N.,** Wendorf Muhamad, J., Cortese, J., & McDowell, S. (2018). Unpacking social bias: An analysis of socioeconomic group status and media framing in Transcribe-related news items. Paper accepted to NCA 104th Annual Convention, Salt Lake City, Utah.
- Escobar Salazar, N.,** & Wendorf Muhamad, J. (2018). Barriers to innovation: Examining the impact of cultural schema and adoption of a Bus Rapid Transit System. Paper presented to IAMCR 2018, Eugene, Oregon.
- Escobar Salazar, N.,** Peiheng, L., & Chapa, S. (2018). Testing the impact of ethnic-identification and collectivism in ethnic-specific advertising. Paper presented to the 43rd AEJMC Annual Southeast Colloquium, Tuscaloosa, Alabama.
- Escobar Salazar, N.,** & Wendorf Muhamad, J. (2018). Unpacking well-being: Examining the tensions between cultural norms and the adoption of eco-friendly technologies. Paper presented to the 10th Annual AEJMC Mid-Winter Conference, University of Oklahoma, Norman, Oklahoma.
- Escobar Salazar, N.,** & Chapa, S. (2018). Why I Purchase What I See on Facebook: Comparing the Impact of Electronic Word-of-Mouth Between Hispanic and Non-Hispanic Consumers. Paper presented to the Association of Marketing Theory and Practice Annual Conference, Ponte Vedra Beach, Florida.
- Escobar Salazar, N.,** & Chapa, S. (2017). Impact of eWOM on consumer behavior: A comparative analysis across ethnic groups. Paper presented at the 9th Annual International Research Conference, Austin, Texas.
- Escobar Salazar, N.,** Peiheng, L., & Chapa, S. (2017). Consumer Insights Report of Ethnic Specific Advertisements. Paper presented at the 9th Annual International Research Conference, Austin, Texas.
- Blackmer, L., **Escobar Salazar, N.,** & Galindo, C. (2017). Comparing Spanish-Preferred and English-Preferred Hispanics' Social Media Usage. Paper presented at the Hispanic/Latino Media and Marketing Conference, California State University, Fullerton, California.
- Blackmer, L., **Escobar Salazar, N.,** & Galindo, C. (2017). Infographic of Spanish versus English-preferred social media usage among Hispanics. Paper presented at Bilingualism in the Hispanic and Lusophone World Conference, Florida State University, Tallahassee, Florida.

TEACHING & HIGHER EDUCATION EXPERIENCE

Lecturer, Kelley School of Business, Indiana University, Bloomington, IN (August 2022 – Present)

- Instructor for C104, Business Presentations
- Students are introduced to oral communication in business contexts, focusing on crafting and delivering informed, relevant, and persuasive presentations
- Teach communication skills for the corporate world by explaining the content of the US business and global business environment
- Teach theory-based skill development: work in teams, and analyze and develop oral arguments

Lead Instructor, Florida State University, Tallahassee, FL (January 2021 – December 2021)

- Designed lectures, graded, and taught online, in-person, and hybrid to undergraduate students
- Utilized module lectures to provide up-to-date grading and to improve inside and outside students' participation
- Worked closely with students from different age groups and majors; held office hours for individual learning

Teaching Assistant, Florida State University, Tallahassee, FL (August 2018 – July 2022)

- Designed lectures, graded, and taught lectures to undergraduate students since 2016
- Created assignments and exams; engaged with approximately 19 to 150 students on their academic progress

Undergraduate courses taught (face-to-face, online, and hybrid modalities):

- Hispanic Marketing Communication, Account Planning, Public Relations
- Global Perspectives: Intercultural Communication, Qualitative Methods and Research
- Diffusion of Innovations, Communication and Sports, Contemporary Human Communication
- Media Culture and Environment, Fundamentals of Speech, Public Speaking
- Online Communication Presence, Supervised Teaching Qualitative Methods

PROFESSIONAL AND INSTITUTIONAL SERVICE

Journal Reviewer

- **Journal of Sports Media** — Reviewer, 2025–2026
- "Defending football from those who would betray it: Media coverage of the European Super League controversy" (2025)
- "I Wouldn't Wish It on Anybody': Reggie Jackson Returns to Birmingham's Rickwood Field" (2026)
- **Journal of Communication Technology (JOCTEC)** — Reviewer, 2021

Conference Service — ICA

- **76th Annual ICA Pre-Conference: "Media and Communication in Global Latinidades" (2026)** — Organizer, Reviewer, Chair for three panels, Closing Remarks
- Member, Pre-Conference in Media Communication in Global Latinidades (ICA), 2022–2023
- Member, Pre-Conference in Media Communication in Global Latinidades (ICA), 2021–2022
- Member, 2021 Pre-Conference Digital Media in Latinx & Latin America, 2020–2021

Conference Service — NCA

- Award Committee Member, Communication and Sport Division (NCA), 2022–2023
- Second Vice Chair, Women's Caucus (NCA), 2022–2023
- IDEA Chair, Communication and Sport Division (NCA), 2022–2023
- Coffee with a Scholar (NCA; New Orleans, LA), Fall 2022
- Coffee with a Scholar (NCA; Seattle, WA), Fall 2021
- Third Vice Chair, Women's Caucus (NCA), 2021–2022
- Award Committee Member, Communication and Sport Division (NCA), 2021–2022
- Member, Future Committee – Latino Caucus/La Raza Division (NCA), 2021–2022
- Graduate Student Representative, Communication and Sport Division (NCA), 2020–2021
- Coffee with a Scholar (NCA; Baltimore, MD), Fall 2019

Conference Reviewing — Carolinas Communication Association (CCA)

- Reviewer, CCA Conference 2026
- "Higher Education Faculty and Students as Co-Learners: Evolving Developmental Interactions Toward Concerned Citizenship"
- "Revolutionizing the Classroom: From Service-Learning to Community-Engaged Ecosystems"

Other Service

- Communications Officer, Community Outreach Coordinator & Public Relations, 2020–2021
- Officer, The Hispanic Graduate Student Association (HIGSA), 2019–2020
- Member, MEME Research Group, School of Communication, FSU, 2018–2019
- Public Relations Officer, Center for Hispanic Marketing and Communication, FSU, 2016–2018
- Member, Brazilian Student Association (BRASA), 2016–2022
- Member, Multicultural Marketing Association of Students (MMAS), 2016–2022

INVITED PRESENTATIONS

Escobar Salazar, N. (February 2026). *2026 Kelley Impact Case Competition, Indiana University*, Judge, Kelley School of Business, Bloomington, Indiana.

Escobar Salazar, N. (January 2026). *2026 Kelley Impact Case Competition, Indiana University*, Workshop on Executive Summary, Kelley School of Business, Bloomington, Indiana.

Escobar Salazar, N. (January 2026). *Women in Business Conference, Indiana University*, Invited Speaker, Kelley School of Business, Bloomington, Indiana.

Escobar Salazar, N. (2026). Scaling the Live Client Case Experience: The Evolution and Logistics of a Large-Scale Business Communication Partnership. Panel presented at the ABC Annual International Conference 2026.

Escobar Salazar, N. (2026). From Presentation Skills to Perspective-Taking: Teaching Global Awareness Through Client-Based Business Communication. Presented at the ABC Annual International Conference 2026.

Escobar Salazar, N. (2026). Strategic Business Communication in Global Sport and Entertainment. Three-Minute Research Pitch, ABC Annual International Conference 2026.

Escobar Salazar, N. (October 2024). *Diversity Case Competition, "El Aumento de Oportunidades: Enabling Success for Hispanic or Latino Businesses"*, Case Creator and Judge, Kelley School of Business, Bloomington, Indiana.

Escobar Salazar, N. (October 2024). *Celebrating Latino Professionals of Indiana University*, Invited Speaker, Association for Latino Professionals for America (ALPFA), Bloomington, Indiana.

Escobar Salazar, N. (November 2014 & April 2015). *El Poder de ser Mujer*, Invited Speaker, International Language Institute, Washington, D.C.

INTERNAL AWARDS & RECOGNITION

- **Certificate of Recognition** — Exceptional Mentorship, Top 5 Finalist Team, *Spring 2026 C104 Client Case Competition* (Kelley School of Business / Abercrombie & Fitch), 2026
- **Certificate of Recognition** — Exceptional Mentorship, Top 5 Finalist Team, *Fall 2025 C104 Client Case Competition* (Kelley School of Business / Abercrombie & Fitch), 2025
- Drs. Felipe & Betty Ann Korzeny Endowment for Hispanic Marketing – 2021, 2020
- FSU Service to the School Award, College of Communication – 2020
- Emerson Scholarship – 2018
- Latin American and Caribbean Scholarship (LAC) – 2018, 2016
- Center for Hispanic Marketing Leadership Board Scholarship – 2016
- Excellence in English Coursework – 2016
- Excellence in Portuguese Coursework – 2015
- Student Scholar Athlete Award (Sport Medal) – 2012

EXTERNAL RECOGNITION

- Association of Latino Professionals for America (ALPFA) Recognition for Impactful Contributions – 2024
- NCA Student Caucus Travel Grant – 2021, 2019, 2018

PROFESSIONAL AFFILIATIONS

- Association for Business Communication (ABC)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Association for Latino Media, Markets & Communication Research
- Florida Communication Association
- International Communication Association (ICA)
- International Association for Media and Communication Research (IAMCR)
- National Association of Hispanic Journalists (NAHJ)
- National Communication Association (NCA)

RELEVANT PROFESSIONAL EXPERIENCE

Intern, Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL (July 2016 – March 2019)

- Conducted a panel, "Professionals on Finding Success in the Marketing Profession," for the 2016 Advisory Board at FSU
- Helped with literature reviews for research projects; participated in events such as Market Wednesday at FSU

Intern, Communication and Broadcasting, Montgomery College, Rockville, MD (January 2016 – June 2016)

- Promoted department open house for prospective students; created a video to advertise the Digital Animation Program

Production Intern, MCTV, Montgomery College, Rockville, MD (January 2016 – June 2016)

- Researched and produced content for Generacion Latina; served as on-screen interviewee discussing women's soccer globally
- Identified strategies to market the program using cable television and social media

Intern, US Hispanic Chamber of Commerce Legislative Summit, Washington, DC (January 2014 – March 2014)

- Supported event logistics including welcoming Senators and Congressmen; photographed events for social media coverage
- Tracked media coverage to enable event coordinators to strategize marketing

Public Relations Intern, Colombian Air Force, Barranquilla, Atlántico, Colombia (June 2011 – December 2011)

- Wrote radio advertisements; conducted interviews for broadcast on base television; composed news articles

SKILLS AND CERTIFICATIONS

Languages: Fully Trilingual — Spanish (first language), English (second language), Portuguese (third language)

Software: SPSS, Qualtrics, Google Analytics, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, Canvas/Blackboard

Research Certifications:

- **GCP – Social and Behavioral Research Best Practices for Clinical Research** (CITI Program, Stage 1 – Basic Course), Indiana University/IU Health, Score: 100%, June 10, 2026. Valid through June 10, 2029.
- **Research Security Training** (Federal Modules 1–4, Condensed and Combined), Indiana University, June 9, 2026.

Teaching & Professional Certifications:

- Faculty Academy for Excellence in Teaching (FACET), Indiana University Bloomington
- GenAI 101 Certificate, 2025
- Intercultural Competence Certificate, Indiana University Bloomington, 2025
- Faculty Academy on Excellence in Teaching, Indiana University Bloomington, 2024
- Health Information Technology Certificate, Florida State University, 2020
- Multicultural Marketing Certificate, Florida State University, 2018
- Project Management Certificate, Florida State University, 2018
- Intensive English Certificate, International Language Institute, 2014

Other: Cross-Cultural Communication, Strategic Communication