

Carmen Beatriz Fernández Pérez

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Carmen Beatriz Fernández is a researcher and doctoral candidate at the Center for Internet Studies and Digital Life of the School of Communication at the University of Navarra (UNAV). During her professional career she has successfully combined academic activity with consulting. Her research explores political communications, cyber-politics and disinformation. She teaches Political Communication at IESA (Venezuela and Panama) and UNAV. She earned a Master in Business Administration (IESA, Venezuela) and Political Campaigning (University of Florida, USA). Mrs. Fernandez is CEO of DataStrategia and co-founder of the Organization of Latin American Political Consultants OCPLA. S Professor Fernández is CEO of DataStrategia Consulting and Co-Founder of the Organization of Latin American Political Consultants OCPLA. he has been recognized with international awards, such as: the Aristotle Excellence Award (2010), the Eikon Regional for the best viral campaign (2013), and several "Victory Awards" (2014–17) for academic excellence, best social network campaign, and being an influential woman in political communication.

STUDIES

Urban Planner, Universidad Simón Bolívar, Caracas (1989)

MBA, IESA, Venezuela (1991)

Master of Arts in Political Science, University of Florida, USA (1996)

Doctoral candidate in Public Communication, Universidad de Navarra (2021)

RESEARCH

Professor Fernández participates in a line of comparative research on cyberpolitics, disinformation and digital media, of the Center for Internet Studies and Digital Life, highlighting, among others, the following works:

- Twitter y la ciberpolítica, en *Anuario Electrónico de Estudios en Comunicación Social "Disertaciones"*
- *Infopolítica en campañas críticas: el caso de Argentina, España y Venezuela*

- *Electors are from Facebook, political geeks are from Twitter: Political information consumption in Argentina, Spain and Venezuela,*
- *Información política y exposición incidental en las redes sociales: un análisis de Argentina, Chile, España y México.*
- *Digital Disinformation and Preventive Actions: Perceptions of Users from Argentina, Chile, and Spain*

TEACHING

Over 20 years of teaching experience:

- 5 years teaching undergraduate at UNAV in Political Systems (FCOM and RRII) in English, and Political Communication at ELG (Economics). Both in face-to-face and digital environments.
- 15 years as a teacher of Social Marketing and Image Management in the Master of the IESA (Venezuela)
- 5 years as a postgraduate teacher in Market Research at the Universidad Metropolitana, Caracas

CONSULTING

Political consultant for 20 years, with expertise in measurements of public opinion, political campaigns and new technologies, at the regional and presidential level in more than fifty successful campaigns in different countries. She is a founding member of the Organization of Latin American Political Consultants OCPLA.

AWARDS

Recipient of the Aristotle Excellence Award 2010, "Global Dream Team" which recognizes the best political consultants in the world. Eikon Regional 2013 Award for best viral campaign, "Victory Awards 2014" awards for academic excellence and best campaign for social networks. Napolitan Victory Award 2016 in Washington DC one of the 12 most influential women in political communication in Spanish.