

# CECILIA SADA GARIBAY

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## EDUCATION

*University of Arizona, United States* 2021- to date  
PhD program in Communication

*Universidad Panamericana, Mexico* 2017-2018  
Specialty in Philosophical Anthropology GPA: 9.9 / 10

*Universidad de Navarra, Spain (online / on-site)* 2011 - 2014  
Master in Marriage and Family GPA: 9.28 / 10

*University of Sussex, United Kingdom* 2006  
Semester abroad

*Universidad Panamericana, Mexico* 2003- 2007  
BA in Communication (Graduated with honors) GPA: 9.7 / 10

## ACADEMIC EXPERIENCE

*Universidad Panamericana*

- Professor, School of Communication Courses given (3-6 hours/week) 2012- 2021
  - + Spanish Written Communication: Spring 2012, Summer 2012, Fall 2013, Fall 2014, Spring 2015, Spring 2016, Summer 2016, Spring 2019, Spring 2021.
  - + Digital Journalism: Spring 2012, Summer 2012, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Spring 2017, Summer 2017, Spring 2018.
  - + Cyber Journalism: Fall 2019, Spring 2020, Fall 2020, Spring 2021.
  - + Social Media Effects: Fall 2020.
- Academic Coordinator, School of Communication (Full time) 2019-2021  
Planning and coordination of BA Communication schedule (more than 100 groups each semester); support in different processes of the BA studies (class demand management, enrollment, professors' evaluation and students' monitoring), and research activities.
- Member of the Institutional Committee for Schedule Optimization (2-3 hours/week) 2019-2021  
Review of institutional practices regarding classrooms and schedule allocation.
- Advisor (2-3 hours/week) 2011 - 2021  
Personal and academic counseling for BA students.
- DiarioUP Director (Full time) 2016-2019  
Coordination of the news website of the School of Communication, where up to 15 interns worked in research, writing and edition of journalistic content.

*Instituto Panamericano de Alta Dirección de Empresa (IPADE)*

- Invited professor (3 hours / week)  
+ Spanish Written Communication Fall 2015

*Universidad Anáhuac México Sur*

- Professor, School of Communication Courses given (3 hours/week) 2014 - 2015  
+ Communication Theory in Europe: Fall 2014  
+ Innovation in Journalism: Spring 2015

**PROFESSIONAL EXPERIENCE**

*Periódico Reforma (newspaper)*

- International Section Co-editor (Full time) 2009 - 2010  
Coordination of the entire section on Saturdays and when the Editor was away. Different tasks like editing, writing and reporting.
- International Section Junior Co-editor (Full time) 2007 - 2008  
Reporting, writing and editing texts, in particular, interviews, and research articles. Special envoy to Japan before 2008 G-8 summit.

**PUBLICATIONS**

Sada, C. (Coord.). (2019). *Manual de ortografía, redacción y estilo* (e-book), available at:  
<http://biblio.upmx.mx/textos/154937.pdf>

**RESEARCH INTERESTS**

Media effects, parental mediation, media literacy, media and family, media stereotypes, children and youth.

**SCHOLARSHIPS AND AWARDS**

*Scholarships*

- Research Immersion Program Scholarship, Universidad Panamericana 2021
- Banco Santander- Universidad de Navarra scholarship for distinguished student 2011-2014
- Universidad Panamericana scholarship for academic excellence 2003-2007
- British Council scholarship for exchange students 2006

*Awards*

- Top student of the class, Universidad Panamericana, Specialty in Philosophical Anthropology 2018
- Graduated with honors, Universidad Panamericana, BA in Communication 2009
- Top student of the class, Universidad Panamericana, BA in Communication 2003-2007

**COURSES**

- The habit of personal wellbeing 2020  
Universidad Panamericana (20 hours)
- E-Learning ecologies: Innovative approaches to teaching and learning for the digital age 2020  
The University of Illinois through Coursera (20 hours)

- Quantitative methods for Communication research  
Universidad Panamericana (20 hours) 2019
- Didactic strategies  
Universidad Panamericana (20 hours) 2019
- Teaching abilities and microlearning  
Universidad Anáhuac México Sur (10 hours) 2014
- Certification as instructor of Billings Ovulation Method for natural family planning  
Universidad Panamericana- WOOMB México (30 hours) 2014
- Oratory: The art of speaking in public  
Centro Libanés, México (36 hours) 2009

### **TECHNICAL SKILLS AND KNOWLEDGE**

#### *Languages*

- Spanish: Native speaker
- English: Toefl IBT with 112 out of 120 points 2020

#### *Software*

- Microsoft Office: Advanced level
- Blackboard: Advanced level
- Moodle: Advanced level
- STATA: Intermediate level