

ALBERTINA NAVAS

Strategic Communication | Digital Marketing | Teaching



Azuay E2-125 y Av. Amazonas
Edificio VIDA, Quito-Ecuador

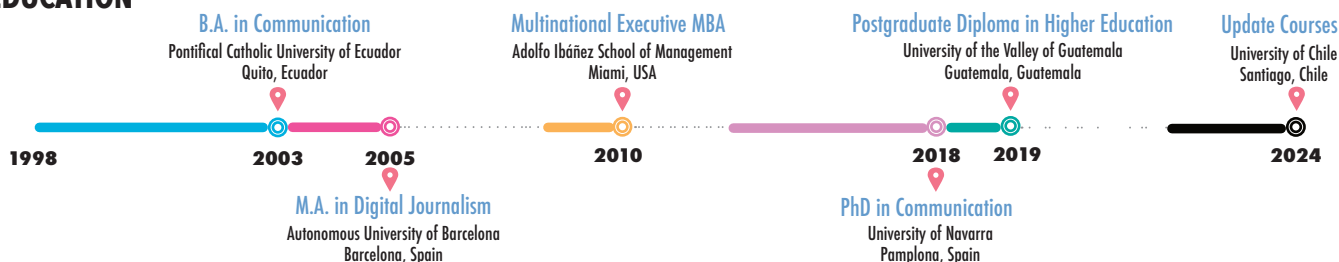


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EDUCATION



KEY FACTS

25

years of professional experience

25

countries of international track record

20

years implementing marketing campaigns

18

years of executive-level experience

18

years providing consulting services

60+

clients across the public and private sectors

EXPERIENCE

Consultant in Reputation Management, Crisis Handling, and Student Recruitment, 2009 - Up to date

More than 60 clients across 25 countries

Responsibilities: Institutional reputation management, brand and identity strengthening, strategic engagement with key stakeholders, and reputational crisis management; conceptualization, oversight, and ongoing evaluation of the commercial strategy for new student recruitment across all higher education offerings, within a technological ecosystem that includes CRM implementation and integration with marketing platforms, learning management systems (LMS), and academic administration; design and execution of national and international marketing and student recruitment (admissions) strategies to increase the number of leads across all academic offerings, enhancing conversion rates and efficiency throughout the sales funnel.

Achievements: Top rankings in the Corporate Reputation Index within the education sector; managed over 15 severe crisis events across 10 countries in the region, increased the prospect base by up to 114% with a conversion-to-enrollment rate of up to 30%. Reduced cost per lead (CPL) by 55%; successfully recruited leads from new markets, accounting for 30% of total enrollment.

University Lecturer, 2005 - Up to date

37 universities across 10 countries

Responsibilities: Teaching in areas including strategic communication, digital marketing, reputation management and crisis handling, disinformation, social media, citizenship and politics, and personal branding.

Achievements: Consistently recognized as the top-rated faculty for multiple years across various institutions.

Director of Strategic Communication (including Marketing and New Student Recruitment), 2021-2024

Pontifical Catholic University of Ecuador (PUCE)

Responsibilities: Institutional reputation management, brand and identity strengthening, strategic engagement with key stakeholders, and reputational crisis management; conceptualization, oversight, and ongoing evaluation of the commercial strategy for new student recruitment across all academic offerings; capacity building within marketing and sales teams, implementation of a technological ecosystem for the end-to-end student recruitment process (from prospect to enrolled, including CRM implementation and integration with marketing and academic administration platforms); design, supervision, and evaluation of organic promotional campaigns, as well as paid advertising in traditional and digital media; development of a public relations strategy focused on close engagement with journalists and opinion leaders.

Achievements: Maintained the highest Corporate Reputation Index (CRI) in the higher education segment for two consecutive years since the first measurement; generated higher than projected revenue, achieving 105% of undergraduate enrollment targets; 100% implementation of a new CRM with full integration into the academic administration platform; maintained prospect-to-enrolled conversion rates between 30% and 40%.

General Director of Communication (including Marketing and Public Relations), 2018-2021

University of the Valley of Guatemala

Responsibilities: Institutional reputation management, brand and identity strengthening, strategic engagement with key stakeholders, and reputational crisis management; conceptualization, oversight, and ongoing evaluation of the brand strategy and fundraising for the Center for Innovation and Technology (CIT), Alumni UVG, and the Universidad del Valle Foundation (FUVG); functional leadership in the process of CRM implementation and integration with marketing, admissions, and academic administration platforms; design, supervision, and evaluation of organic promotional campaigns, as well as paid advertising in traditional and digital media; development of a public relations strategy focused on close engagement with journalists and opinion leaders, particularly in the scientific area and with US-based organizations; coordination with the Admissions Deanery for the recruitment of qualified leads with the appropriate academic profile and financial capacity for university admission.

Achievements: Achieved undergraduate student enrollment target by 5% over projections, a first compared to the preceding 5 years; increased participation of private universities in the media, achieving 100% positive coverage; consistently ranked in the top 3 for top-of-mind awareness among private universities in Guatemala: second place for Best Digital Strategy for Educational Institutions in Latin America, Interlat Latam 2019

Director of the Research Center for Social Media Studies, 2015-2018

Arthur Lok Jack Global School of Business, Guatemala and Trinidad & Tobago

Responsibilities: Launch and ongoing operation of the Business School for Central America, based in Guatemala; Internationalization of the Lok Jack Global School of Business in Central America; conceptualization and management of the academic and consulting portfolio for the Social Media Studies Center; generation and management of strategic agreements and alliances with key stakeholders, particularly in education, entrepreneurship, and technology; offering of executive education programs for Central America and The Caribbean.

Achievements: designed and implemented 38 executive education programs across seven countries: Guatemala, Trinidad and Tobago, Barbados, El Salvador, Honduras, Costa Rica, and Ecuador; trained over 4,000 executives, prioritizing six key stakeholders: business owners, industry associations, youth (18-25), women, journalists, and public sector officials; secured and managed over 10 key strategic, mutually beneficial agreements and alliances for the growth and strengthening of regional operations; led an inter-institutional and international research project, with partners from five countries, resulting in the publication of two books (in english and spanish) on social media, citizenship, and politics, which generated over 10,000 downloads in Latin America and The Caribbean.

Director of the Master's Program in Journalism, 2014-2015

University of the Americas, Ecuador

Responsibilities: Academic and administrative management of the program, ensuring compliance with the standards set by the Higher Education regulatory body and supporting student enrollment targets; selection and coordination of national and international faculty; academic monitoring of students and their satisfaction levels with the experience; design of executive education offerings aligned with the master's program themes; teaching, management of strategic agreements and alliances relevant to the academic and executive offerings.

Achievements: Successful graduation of two cohorts, with practical thesis projects applied to real-world cases; designed over 10 executive education workshops in strategic communication and digital marketing; executed executive education courses with international faculty, attracting up to 400 participants per event; secured approval for the periodic accreditation from the regulatory body.

Assistant of Communication and Foreign Trade, 2010

Commercial Equipment Manufacturers Union (CEMU), China

Editor-in-Chief of the Weekly Business Magazine LÍDERES, 2001-2009

El Comercio Holding Group, Ecuador

Assistant of Public Information

United Nations High Commissioner for Refugees (UNHCR)

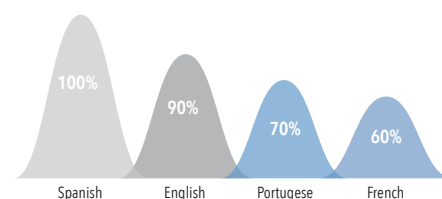
PROFILE

PhD in Communication, MBA, and journalist with a 25-year career in strategic communication, digital marketing, and academia. Her expertise focuses on institutional reputation management, crisis management, and lead generation, with a specialization in the education sector. Her approach combines academic rigor with business results, backed by a portfolio of over 60 clients across 25 countries.

INTERNACIONAL EXPERIENCE



LANGUAGES



TOPICS OF INTEREST

PERSONAL BRANDING DIGITAL ADS
STRATEGIC COMMUNICATION
SOCIAL MEDIA PLANS INBOUND
MARKETING SEARCH ENGINE
OPTIMIZATION-SEO BLOGGING CONTENT
MANAGEMENT CUSTOMER RELATIONSHIP
MANAGEMENT-CRM STUDENT RECRUITMENT
DIGITAL REPUTATION ONLINE
CRISIS MANAGEMENT

REFERENCES

Please refer to my LinkedIn profile.

CLIENTS

International Organizations: United Nations High Commissioner for Refugees, Central American Bank for Economic Integration, United States Agency for International Development (USAID), Organization of Iberoamerican States. **Public Institutions:** Ministry of Competitiveness of Ecuador, Public Ministry of Guatemala, Ministry of Trade and Investment of Trinidad and Tobago, Office of the Prime Minister. **Professional Associations:** World Catholic Association for Communication SIGNIS, Federal Association of Engineers and Architects of Costa Rica, College of Civil Engineers of Costa Rica, Chamber of Commerce of Quito, Chamber of Industries of Ecuador, Guatemalan Association of Export, Chamber of Commerce of Guatemala, Guatemalan Association of Human Talent, National Association of Industrials of Honduras. **Non-Governmental Organizations:** International Republican Institute, Friedrich Naumann Foundation for Freedom, Liberal Network for Latin America, Progress and Freedom Foundation, Freedom Foundation of Panama, Centre for Research and Knowledge Dissemination, Center for Public Studies of Chile, Students For Liberty Argentina Chapter, Hans Seidel Foundation, Citizen Network, Universidad del Valle de Guatemala Foundation, Spanish Cultural Center in Guatemala, Transparency Venezuela, Amerindia Foundation. **Corporate Holdings:** Atlántida Bnck of Honduras, Agromercantil Bank of Guatemala (*finance*), Burson Marsteller Guatemala, Confiamed Insurance, Goddard Catering Group of Barbados, GRAIMAN Group, Heavy Crude Oil Pipeline of Ecuador, Asiam Business Group, Hill & Knowlton Strategies, Pizza Hut Costa Rica, Commercial Equipment Manufacturers in China, Millicom-Tigo, Farmaenlace (*products and services*). **Political Organizations:** Liberal Party of Honduras, Liberal Party of Costa Rica. **Faith-Based Organizations:** Archdiocese of Paraguay, Caritas Internationalis, The Church of Jesus Christ of Latter-day Saints, piscopal Conference of Peru, Episcopal Conference of Costa Rica, Latin American and Caribbean Episcopal Council (CELAM), Latin American Network of Lasallian Communicators. **Academic Institutions:** Arthur Lok Jack Global School of Business; Zamorano Pan-American Agricultural School; Ispade Higher Institute for Development; University of the Valley of Guatemala; Central American University (UCA) José Simeón Cañas; Santo Toribio de Mogrovejo Catholic University; Panamerican University; Panamerican Business School; and the Pontifical Catholic University of Ecuador (PUCE).

TEACHING EXPERIENCE

Taught as a Tenured, Adjunct, or Visiting Professor in the following subjects:



Strategic
Communication



Digital
Journalism



Fake news and
Disinformation



Social Media
and Politics



Reputation
Management



Crisis
Handling



Personal
Branding

Across 37 universities, including the following:

Germany: University of Hamburg. **Norway:** Ostfold University College. **United States:** Florida International University, Panamerican University, Continental Florida University, and Cesar Vallejo College. **Mexico:** Mexico Autonomous Institute of Technology (ITAM). **Trinidad and Tobago:** Arthur Lok Jack Global School of Business and the University of the West Indies. **Honduras:** Central American Technological University (UNITEC). **Guatemala:** University of the Valley, Rafael Landívar University, Universidad del Istmo, University of San Carlos, Mesoamerican University, Francisco Marroquín University, and Panamerican Business School. **Ecuador:** Pontifical Catholic University of Ecuador (PUCE), Central University of Ecuador, University of the Americas (UDLA), International University of Ecuador (UIDE), Private Technical University of Loja (UTPL), University of Azuay, Eloy Alfaro Lay University of Manabí, Santa Elena Peninsula State University, Technical University of Cotopaxi, Higher Polytechnic School of the Littoral (ESPOL), IDE Business School, and ESPAE Graduate School of Management. **El Salvador:** Central American University (UCA) José Simeón Cañas. **Peru:** César Vallejo University and Santo Toribio de Mogrovejo Catholic University (USAT).

RESEARCH PAPERS

- Navas, A. (2025). Managing Digital Reputation During Sexual Abuse Crises: Communication Strategies for the Catholic Church. *Religion and Social Communication*, 24(1). <https://asianresearchcenter.org/blog/articles/managing-digital-reputation-during-sexual-abuse-crises-communication-strategies-for-the-catholic-church>.
- Navas, A., & Marroquin, A. (2024). *Nayib Bukele, the Twitter president. A failed policy?* In P. C. Lopez-Lopez (Ed.), *Political Communications Guidelines*. Routledge Falmer.
- Navas, A. (2022). *Empathy, the key to handle digital communication post-pandemic*. *Religion and Social Communication*, 20 (1).
- Navas, A. (2021). *Desempeño vs. impacto, un modelo de análisis comunicacional aplicado a Twitter*. *Iberian Journal of Information Systems and Technologies*, E40, 368 – 381. ISSN: 1646-9895.
- Navas, A. (2020). *A Critical View of a Self-Replicating, Emotion-Based, and Virally-Distributed Distorted System*. Book Review, *Religion and Social Communication*. 18 (2), pp. 256-265.
- Navas, A. (2020, diciembre). *Nayib Bukele, ¿el presidente más cool en Twitter o el nuevo populista millenial?* *Revista INUMES*, Universidad Mesomericana. (6), pp. 15 - 25.
- Navas, A. (2020). *Nayib Bukele, ¿el presidente más cool en Twitter o el nuevo populista millenial?* GIGAPP Estudios Working Papers. 7 (168), pp. 529-552. ISSN 2174-9515.

ACKNOWLEDGEMENTS

- Invited Speaker, "Press Freedom and the Challenges of Disinformation," Amman, Jordan, 2023.
- Invited Keynote Speaker, "Communicating Faith Program for Youth," Vatican City, 2021.
- Second place to the Best Digital Strategy of Educational Institutions, Interlat Latam 2019.
- Honorable mention of the International PhD Program, Universidad de Navarra, 2018.
- Speaker, Google Women Techmakers, Guatemala Chapter, 2016.
- Expert of the Global Entrepreneurship Monitor (GEM), Ecuador Chapter, 2013-2015.
- Best evaluated professors by students 2012, 2014, 2015, UDLA.
- First place in the Intellectual Research Contest, Quito, 2009 Journalism in Property, Quito, Ecuador, 2009.
- Seminar Scholar for Business Journalism Professors, Arizona State University, Phoenix, 2012.
- Scholar for Writing Business News Workshop, Thompson-Reuters Foundation, London, 2006.
- Scholar for Covering Globalization Seminar, Columbia University, New York, United States, 2006.
- Scholar for the Journalist Program of the European Union, Brussels, Belgium, 2004.

PUBLICATIONS



Navas, A., (2020). *Desempeño vs. impacto: un modelo comunicacional aplicado a la política digital*. México, México: Intelliprix. Available at: <https://www.amazon.com/dp/B08VRZ8RRS>.



Navas, A., Sabino, C., Ricaurte, C. y Márquez, I. (2017). *Redes sociales, ciudadanía y política. Claves de la nueva esfera pública / Social Media, Citizenship and Politics. Keys to the new public sphere*. Guatemala, Guatemala: Grafía ETC.



Spanish edition: <https://bit.ly/RS-ciudadania-politica-SPA>.

English version: <https://bit.ly/SM-citizenship-politics>.



Navas, A., Sieber, J. F. y Gottwald, M. (2004). *Protección internacional de los refugiados. Caso Ecuador: perspectiva histórica 1976-2004*. Caracas, Venezuela: ACNUR. <https://bit.ly/Stanford-AN>.



PUBLISHED PIECES

Journalistic articles selected:



Exclusive Interview: The Father of Competitive Strategy

Navas, A. (2011). "Lo único que nos impide ser prósperos somos nosotros mismos." *Revista Gestión*, 16-22. https://bit.ly/Porter_AN.



Interview with Nobel Peace Prize Laureate Muhammad Yunus

Navas, A. (2010). "Los negocios sociales son el punto medio entre el egoísmo y la caridad." *Revista Gestión*, 60-64. https://bit.ly/Yunus_AN.



Interview with Nobel Peace Prize Laureate Muhammad Yunus

Navas, A. (2010). La mágica realidad de traducir Cien años de soledad al mandarín. *Revista Diners*, 84-86. <https://bit.ly/cien-anos-soledad-AN>.



Award-winning report for the Intellectual Property Investigative Journalism Contest

Navas, A. (2009, April 11). El Floricultor ve en la píatería una nueva plaga. *Revista LÍDERES*, 12-15. https://bit.ly/pirateria_flores_AN.



Feature story with Nobel Laureate in Economics Joseph E. Stiglitz, from New York

Navas, A. (2006, April 16). Joseph Stiglitz, un anfitrión con carisma. *El Comercio*, 11. https://bit.ly/cronica_cena_Stiglitz.



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