



## Head of Communication at HOP Ubiquitous (since 2016)

She is the head of the communication and impact unit, she holds an Audiovisual Communications degree and she has strong experience in design and media content production. She holds a Master in Marketing and a PhD in Communication / Marketing, where the PhD thesis is about Internet of Things uses for Marketing and Physical Web. Andrea is focused on the impact development, dissemination, and support for impact and design of the media content, support for tutorials and brochures. She is leading the unit composed by other designers and also a communicate manager. Finally, she is the bridge between the Innovation Unit and the Sales Director.



**Andrea G. Oliva**

Tlf: + (34) 676 629 474

E-mail: [andrea@hopu.eu](mailto:andrea@hopu.eu)

### Work experience

- **Graphic Designer at Dreamtech5 - (2015 - 2016)**

She was focusing on the design of digital online catalogues for motoring replacements, working with brands as Tenneco, Monroe and Rancho. In addition, she designed marketing materials such as brochures and webs.

- **Creative at UCAM, Catholic University of Murcia - (2014-2015)**

She worked in creative department designing brochures, posters and flyers for events and congresses, signage for the university and other type of marketing materials. On the other hand, she made product photography, photography of events and some recordings for the website.

- **Cultural Disseminations & Communication at ARQUA, Underwater Archeological National Museum - (2014-2015)**

Andrea learned about the cultural heritage in this labor period working at dissemination team of the ARQUA. There, she did task such as dissemination of research events, help guides with the presentation of the archeological monuments inside the museum and how a cultural institution works.

- **Graphic Designer at CJ Ingeniería - (2012-2013)**

She worked with an electronics engineering team help them with communications and dissemination materials for the enterprise.

#### Contributions to the project:

- Research the better way to disseminate the cultural heritage with ICT
- Establish the point of interest for each territory
- Web-app design
- Project's brand design
- Results analysis
- Citizens interactions
- Project's audiovisual content production



# Andrea G. Oliva

## Education

- **PhD in Marketing and Communication**

When: (since 2015)

Where: UCAM

Andrea's PhD thesis is about Internet of Things uses for touristic and co-creation experiences using Physical Web channel to communicate with the visitors and citizens.

- **Official Master in Marketing & Communication**

When: (2015 - 2016)

Where: UCAM

- **Official Master in research and disseminations of the artistic and cultural heritage**

When: (2013 - 2014)

Where: University of Murcia (UM)

Disseminations and research of photography and other digital arts expertise

- **Fine Arts Degree**

When: (2009 - 2013)

Where: University of Murcia (UM)

Digital creativity expertise

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### Skills:

- Communication & Dissemination
- Graphic Design
- Creativity
- Cultural Heritage
- Research & Innovation
- Smart Cities
- Smart Destination
- Marketing

## Other background

- **Module of Methodology and Analysis of Research**

When: (2015)

Where: UCAM

- **Seminar of Cultural Marketing**

When: (2015)

Where: UCAM

## Publications

- *Turismo inteligente y patrimonio cultural: un sector a explorar en el desarrollo de las Smart Cities.*  
Available in: <https://dialnet.unirioja.es/servlet/articulo?codigo=5975077>

- *Towards the Development of a Smart Tourism Application Based on Smart POI and Recommendation Algorithms: Ceuti as a Study Case.*  
Available in: [https://link.springer.com/chapter/10.1007/978-3-319-61542-4\\_92](https://link.springer.com/chapter/10.1007/978-3-319-61542-4_92)

- *Siidi: Sembrando la ciudad con tus propias ideas.* Available in: <https://www.esmartcity.es/comunicaciones/comunicacion-siidi-sembrando-la-ciudad-tus-propias-ideas>