

# Rodessa May Marquez



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@rodessamarquez

## Education

- Mar 2023 - present **PhD in Science and Technology Studies**  
**Universität Wien (AT)**
- Feb 2021 - Feb 2023 **EMJMD Digital Communication Leadership**  
**Paris-Lodron Universität Salzburg (AT) | Vrije Universiteit Brussel (BE)**  
**Specialization track:** Digital Policy and Innovation in Europe  
**Master Thesis:** Ethics of Designing Mobile Apps for Sustainable Urban Mobility: Deconstructing User Needs from the Perspective of Female End Users (obtained a mark of **Excellent**)
- Jun 2016- Jun 2018 **MA Industrial Relations**  
**University of the Philippines (PH)**
- Jun 2006 - Feb 2012 **BA Sociology**  
**University of the Philippines (PH)**

## Publications

- Luger-Bazinger, C., **Marquez, R. M.**, & Hornung-Prähauser, V. (2023). Digital interventions for sustainable mobility behaviour: Gender bias in innovation. Proceedings of the XXXIV ISPIM Innovation Conference, Ljubljana, Slovenia, 4-7 June 2023. <https://zenodo.org/record/7974498>
- Gagua, A., Ali, A., Cunha Da Silva, G., & **Marquez, R. M.** (2023) The European Smart Speaker Market: Challenges, future, and its influence on media consumption [White Paper]. SMIT & Vrije Universiteit Brussel. <https://smit.vub.ac.be/european-media-markets-2023-student-white-paper-7>
- Luger-Bazinger, C., **Marquez, R. M.**, Harms, C., Loidl, M., Kaziyeva, D., & Hornung-Prähauser, V. (2022). Ethics of digital, data-based nudges: The need for responsible innovation. Proceedings of the XXXIII ISPIM Innovation Conference, Copenhagen, Denmark, 5-8 June 2022. <https://zenodo.org/record/6643394>

## Work Experience

### Communication and Events Coordinator

Nov 2022 - present

#### Privacy Salon I Brussels, Belgium

Privacy Salon is a Brussels-based non-profit organization with a core mission of raising awareness of the importance of privacy-centric conversations in the digital society, Privacy Salon is the organizing body of the CPDP conferences.

*Part of the core team that organized the 16th CPDP conference held in 24th-26th of May in Brussels, Belgium. The 3-day event hosted +400 speakers in over +85 panels and +30 workshops, and attended by +1,400 research professionals, policy makers and business entities of various EU nationalities*

- In-charge of planning and coordination of +30 workshops organized by various academic and research institutions in Europe
- Supported the content development of website and social media campaigns
- Developed project plans for CPDP's anniversary magazine launch and embassy partnership programme initiative

## Junior Researcher

Jul 2022 - Oct 2022

### Salzburg Research | Salzburg, Austria

Salzburg Research is an independent research institute specializing in Digital Innovation and Internet-of-Things R&D specifically in Intelligent Connectivity, Mobility and Transport Analytics, Human Motion Analytics and Innovation and Value Creation research.

*Designed user research methods to support the project deliverables of the EU Horizon 2020 funded project DyMon "Dynamic Mobility Nudge"*

- Conducted user needs analysis of over 25 mobile apps that promote sustainable urban mobility
- Spearheaded two co-design workshops to collect user insights for the DyMon mobile app prototype
- Evaluated the digital intervention design and gamification techniques to be implemented in the DyMon mobile app prototype

## Senior Project Manager

Nov 2018 - Aug 2020

### Mitchell Madison Group | Manila, Philippines

Mitchell Madison Group (MMG) is a global management consulting firm with corporate entities and resources located in the US and Asia. MMG's core expertise include Performance Improvement, Business Analytics and Strategic Services.

*Spearheaded a team of research professionals in managing the data collection projects of one of the top educational service providers in the US, Peterson's*

- Led the migration of 6 data collection projects from SnapSurvey to Qualtrics and UX redesign of surveys to improve overall user experience
- Oversaw the integration of Hubspot for email outreach campaigns which led to a 25% increase in survey responses of two major data collection projects
- Responsible for the data collection of over 4,000 universities and 2,100 financial educational grants in the US educational sector

## Project Manager

Jul 2016 - May 2017

### The Filipino School | California, USA

Founded in 2015, The Filipino School is a non-profit organization based in San Diego, California with a mission to educate, connect and empower Filipino-Americans and build business and political synergies within the Filipino-American community.

*Responsible for end-to-end project management and community engagement strategy of the organization*

- Worked remotely as project lead to develop partnership-building initiatives to enhance the community ties between Filipino-American organizations in San Diego, CA
- Developed surveys and worked with community managers to build a database and gather insights of over 200,000 Filipino-Americans in San Diego, CA
- Defined project requirements for the website redesign and led the cross-functional meetings between marketing, product, and web development teams

## Technical

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**Software** | Qualtrics, SPSS, Maxqda, Tableau, Google Data Studio, Jira, Confluence, Notion, Trello

**Languages** | Filipino (*native*) | English (*fluent*) | French (*basic*)