



Ana Martínez Levy

Nationality: Spanish

Gender: Female

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● WORK EXPERIENCE

03/10/2016 - CURRENT - Roma, Italy

NEUROMARKETING RESEARCHER – BRAINSIGNS SRL

Research and Development Project Manager

Research and Innovation Area in the consumer behaviour through Neuromarketing techniques, both for internal research and as a service for other companies.

- Elaboration of protocols.
- Acquisition of bio-signals (electroencephalogram, heart rate, galvanic skin response, eye-tracker, IAT).
- Analysis of results.
- Evaluation and report of results.

Rome, Italy

01/11/2017 - 26/07/2021 - Rome, Italy

PHD IN COMMUNICATION, SOCIAL RESEARCH AND MARKETING («DOCTOR EUROPEUS») – DEPARTMENT OF COMMUNICATION AND SOCIAL SCIENCES, SAPIENZA UNIVERSITY OF ROME

Researcher in consumer behaviour with a focus on Neuromarketing techniques.

Studies of cognitive and physiological processes in humans by analysing neurophysiological signals and quantitative and qualitative data.

Doctoral thesis in the food and beverage sector, particularly in the consumption phase, analyses consumer perception of a beverage and in the purchase phase (induced) to investigate packaging's perception to create new marketing strategies for the product.

Doctoral thesis title:

"New frontiers in assessing consumer behaviour through neuroscientific approach: a case study on alcoholic vs non-alcoholic beers"

Roma, Italy

01/10/2014 - 01/10/2016 - Granada, Spain

ADMINISTRATION DEPARTMENT – GRUPO TADEL

Responsible for the group's purchasing management, responsible for invoicing and customer management.

Granada, Spain

● EDUCATION AND TRAINING

23/11/2015 - 30/09/2016 - Logroño, Spain

MASTER IN NEUROMARKETING – International University of La Rioja

Main themes:

- Scientific basis of neuromarketing
- Neuroscience and biometrics techniques for marketing
- Neuroscience and marketing
- Sensory and experiential marketing
- Applied Neuromarketing
- Consumer behaviour
- Professional ethics in neuromarketing
- Neuroscience applied to business
- Neuromarketing and new technologies
- Statistics applied to neuromarketing

Thesis title:

Art and Neuroscience: Neuroaesthetics

15/08/2013 - 15/02/2014 - Wageningen, Netherlands

SEMESTER ABROAD: AGRIBUSINESS AND INTERNATIONAL TRADE – Hogeschool Van Hall

Larenstein- University of Applied Sciences

Main themes:

- Marketing and international management.
- Sales technique
- International law
- Customer relations
- International economy
- Supply chain

Projects:

- Business Plan
- International strategic management
- Feasibility study

15/09/2010 - 15/07/2014 - Granada, Spain

GRADUATE IN BUSINESS ADMINISTRATION AND MANAGEMENT – Faculty of Economics and Business

Occupational skills covered:

- Information access and management.
- Capacity for analysis and synthesis.
- Organisational and planning skills.
- Capacity for the use of ICT.
- Oral and written communication skills.
- Decision-making
- Entrepreneurial capacity
- Ability to work in a team.
- Learning and autonomous work.

15/09/2004 - 30/06/2010 - Granada, Spain

E.S.O - BACHILLERATO – Granada College

● LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH B2		B2	B2	B2	B2
ITALIAN C1		C1	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Word | Microsoft Excel | Microsoft Office | Power Point | Google Drive

● PUBLICATIONS

Publications

- 1) Martinez-Levy, A. C., Moneta, E., Rossi, D., Trettel, A., Peperario, M., Saggia Civitelli, E., ... & Sinesio, F. (2021). Taste Responses to Chocolate Pudding with Different Sucrose Concentrations through Physiological and Explicit Self-Reported Measures. *Foods*, 10(7), 1527.
- 2) Martinez-Levy, A. C., Rossi, D., Cartocci, G., Mancini, M., Di Flumeri, G., Trettel, A., ... & Cherubino, P. (2021). Message framing, non-conscious perception and effectiveness in non-profit advertising. Contribution by neuromarketing research. *International Review on Public and Nonprofit Marketing*, 1-23.
- 3) Mancini, M., Cherubino, P., Cartocci, G., Martinez, A., Borghini, G., Guastamacchia, E., ... & Babiloni, F. (2021). Forefront Users' Experience Evaluation by Employing Together Virtual Reality and Electroencephalography: A Case Study on Cognitive Effects of Scents. *Brain Sciences*, 11(2), 256.
- 4) Cartocci, G., Rossi, D., Modica, E., Maglione, A. G., Martinez Levy, A. C., Cherubino, P., ... & Babiloni, F. (2021). NeuroDante: Poetry Mentally Engages More Experts but Moves More Non-Experts, and for Both the Cerebral Approach Tendency Goes Hand in Hand with the Cerebral Effort. *Brain Sciences*, 11(3), 281.
- 5) Inguscio, B. M., Cartocci, G., Modica, E., Rossi, D., Martinez-Levy, A. C., Cherubino, P., ... & Babiloni, F. (2021). Smoke signals: A study of the neurophysiological reaction of smokers and non-smokers to smoking cues inserted into antismoking public service announcements. *International Journal of Psychophysiology*, 167, 22-29.
- 6) Cherubino, P., Martinez-Levy, A. C., Caratu, M., Cartocci, G., Di Flumeri, G., Modica, E., ... & Trettel, A. (2019). Consumer Behaviour through the Eyes of Neurophysiological Measures: State-of-the-Art and Future Trends. *Computational intelligence and neuroscience*, 2019.

Publications

- 7) Cartocci, G., Modica, E., Rossi, D., Inguscio, B., Aricò, P., Martinez Levy, A. C., ... & Babiloni, F. (2019). Antismoking campaigns' Perception and gender differences: a comparison among EEG indices. *Computation al intelligence and neuroscience*, 2019.
- 8) Brain Response to Antismoking PSA, an EEG Study
VOZZI, ALESSIA; RONCA, VINCENZO; MODICA, ENRICA; CHERUBINO, PATRIZIA; MARTINEZ LEVY, ANA CARMELA; INGUSCIO, BIANCA MARIA SERENA; BABILONI, FABIO; CARTOCCI, GIULIA -
INTERNATIONAL JOURNAL OF BIOELECTROMAGNETISM (International Society for Bioelectromagnetism, Tampere) pp. 1-7 - issn: 1456-7857 - wos: (0) - scopus: (0)
- 9) Martinez-Levy, AC., Sciaraffa, N., et al. (2019). *H-Workload 2019*, the 3rd. international symposium on human mental workload. Sapienza, University of Rome, 14-15 November, 2019.
- 10) Martinez-Levy, A. C., Cartocci, G., Modica, E., Rossi, D., Mancini, M., Trettel, A., ... & Cherubino, P. (2018, November). Measuring Neurophysiological Signals, Fixations and Self-report Data for Product Placement Effectiveness Assessment in Music Videos. In *International Conference on Computational Methods in Experimental Economics* (pp. 251-263). Springer, Cham.
- 11) Modica, E., Cartocci, G., Rossi, D., Martinez Levy, A. C., Cherubino, P., Maglione, A. G., ... & Di Feo, P. (2018). Neurophysiological responses to different product experiences. *Computational Intelligence and Neuroscience*, 2018.
- 12) MARTINEZ-LEVY, D. Ana, et al. Gender differences evaluation in charity campaigns perception by measuring neurophysiological signals and behavioural data. *International Journal of Bioelectromagnetism*, 2017, vol. 19, no 1, p. 25-35.

● DRIVING LICENCE

Driving Licence: B

● CONFERENCES AND SEMINARS

14/11/2019 - 15/11/2019 - Sapienza, University of Rome

H-Workload 2019, the 3rd. International symposium on human mental workload.

"Mental workload during (un)familiar food tasting experiences"

08/05/2019 - 10/05/2019 - Alfândega do Porto Congress Centre (Porto), Portugal

1 Science & Wine World Congress

"Emotional and cognitive reactions during smell and taste phases in wine experiences"

14/03/2019 - 15/03/2019 - Cajamurcia Foundation - Murcia

XVI BRAIN WEEK. The musical brain: senses, emotion, memories and rhythm

"Brain-healthy food: emotion and prevention "

13/02/2019 - 14/02/2019 - Castle Krickenbeck (Dusseldorf), Germany

Sensory Symposium

"Neuroscientific methods in food and wine tasting"

13/09/2018 - 14/09/2018 - Sapienza, University of Rome

III National Conference of Doctoral Students in Social Sciences

"Emotion and pleasantness indexes generated on non-profit TV communication campaign"

- **PROJECTS**

Projects

2019-2020. Call for Initial Research Projects - Type 1. Sapienza University of Rome. "Consumer behaviour and marketing strategies for "healthy/safe for health" choices: a neuromarketing study during cross-sensory product experiences".

2020. Call for Joint Projects. "Understanding how purchase in omni-channel context and consumption experience influence consumers' food-related decision-making".

- **ORGANISATIONAL SKILLS**

Organisational skills

Organisational and managerial capacity thanks to the experience in an administration department of a large group of companies.

- **COMMUNICATION AND INTERPERSONAL SKILLS**

Communication and interpersonal skills

Communication skills and the ability to adapt to different environments and cultures were acquired during different exchanges with families in Derby (England) and Belfast (Ireland). Studying abroad during the university in Wageningen (Holland) and living abroad to work in Rome (Italy).

SIGNATURE:

ANA CARMELA MARTINEZ LEVY