



Paloma S. LÓPEZ VALENCIA

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EDUCATION

Master's Degree in Ericksonian Psychotherapy
Centro Ericksoniano de México (2021 - 2023)

Master's Degree in Political Analysis
Complutense University of Madrid (2018 - 2020)
Thesis: Violence, Psychology, Political Socialization, Aggression, Sociology, Media Communication, and Social Learning by Observation

Master's Degree in Psychoanalysis
Universidad Continental (Completed 1 Year, 2016)

Bachelor's Degree in Clinical Psychology
Universidad Intercontinental (2011 - 2014)

SPECIALTIES AND COURSES

Neuromarketing for Social Media (2022, updated 2024)
with OP, Mexico

Focused on applying neuromarketing strategies to social media platforms, optimizing audience engagement, and driving conversion rates using consumer behavior insights.

Gender Equality
Gender Academy, International Training Centre
UN Headquarters, Turin, Italy (2015)

Focused on gender equality and its application in various sectors, including healthcare. Explored strategies for achieving inclusive workplaces and empowering individuals in leadership roles, with an emphasis on integrating gender-sensitive practices into professional settings, particularly in psychology and social services.

Crisis Management in Emergency Situations
Galilee International Management Institute,
Nahalal, Israel (2017)

Effective emergency management, communication with the press and media, national planning and strategy, proactive concept in security forces, prevention and action, decision-making under pressure and uncertainty, resilience and recovery, from prevention to implementation, receiving international aid, and the Israeli model for creating national collaboration.

Specialty in Elderly Care:

A Comprehensive Approach to Aging
Universidad Intercontinental, Mexico (2018)

Understanding and Psychological Intervention in Older Adults: psychogerontology, thanatology, geriatric psychotherapy, palliative care, and grief management through thanatological approaches. Identification of major and minor neurocognitive disorders and implementation of timely interventions.

WORK EXPERIENCE

Private Practice (January 2018 - Present)

- Psychological Therapy

International Society of Hypnosis (August 2021 - Present)

- Content creation for social media and newsletters

Centro Ericksoniano de México (May 2021 - Present)

- External Marketing Consultant

Institute of Security and Social Services for State Workers (Feb 2011 - Aug 2018)

- Coordinated medical and administrative processes with the Senate of the Republic and the Chamber of Deputies.
- Analyzed profiles for the recruitment of staff for Medical and Administrative Units nationwide.
- Prepared management control reports (internal/external matters, including unions/government bodies).

External Advisor for Political Campaign (2018)

- Political communication.
- Media outreach: digital and print press, social media.

Ministry of Public Security and Citizen Protection (Feb 2009 - Dec 2010)

- Human Resources - Personnel Department

CLINICAL WORK

Women's Prison (Mexico, 2022 - 2023)

- Emotional Healing Workshop using Ericksonian Psychotherapy (Hypnosis).

"20 de Noviembre" National Medical Center (2014 - 2016)

Psychological intervention in Psychiatry and Neurosurgery:

- Application of neuropsychological tests to neurosurgery patients (pre and post-surgery).
- Application and interpretation of the Minnesota Multiphasic Personality Inventory (MMPI-II).
- Supported the outpatient psychology department in the Psychiatry Department.
- Psychological care for depression and anorexia/bulimia groups.

Child Abuse Clinic, Universidad Intercontinental (Jan 2013 - Jan 2014)

- Psychological care and intervention for children, adolescents, and families affected by domestic abuse at risk of exclusion.
- Evaluation, diagnosis, and therapeutic follow-up.

Autism Clinic, Universidad Intercontinental (Jan 2013 - Jan 2014)

- Evaluation, diagnosis, and therapeutic follow-up.

PROFESSIONAL CONFERENCES AND SYMPOSIUMS

- 1st Neurosurgery Symposium: Current Updates (2015)
- 3rd Psychiatry and Psychology Link Course (2015)
- 1st International Congress of World Leaders in Hypnosis (2022)
- 3rd International Congress of World Leaders in Hypnosis (2023)
- 4th International Congress of World Leaders in Hypnosis (2024)