CV

Ramón Ignacio Zamora Marroquín

ramon@labetnografico.com
ramon@kronika.technology
linkedin.com/in/ramonzamoramarroquin
github.com/ramonzamora89

Journalist, researcher and product and strategic-operations professional with more than 10 years of experience in journalism, research, digital innovation and strategic communication. Trained in anthropology, sociology, communication, culture and technology. Experience leading multidisciplinary teams, designing digital products, conducting qualitative research, building sustainability strategies for news organizations, and coordinating projects where technology, culture, journalism and social innovation meet.

EXPERIENCE

2023–PRESENT

Curator and co-founder of el_Archivo

Central American Independent Media Archive (CAIMA) · Kronika (https://elarchivo.media)

- Co-founded and curates the collection of el_Archivo, Kronika's archive preserving the work of Central American independent outlets and providing secure access for research, historical memory and journalism.
- Built partnerships with news outlets, universities and digital preservation organizations.
- Now brings together 11 outlets from the region, with the goal of reaching 17 by the end of 2026.
- Works with the digitization, storage and research teams to verify the collections and contribute key insights to their processing, and serves as newsroom liaison.
- The project grew, in part, out of preserving about 500 GB of elPeriódico's historical archive.

2018–PRESENT

Co-founder / Consultant

LabEtnográfico

- Co-founded, with his partners, a consultancy focused on qualitative research, strategic communication, innovation, experience design and organizational strategy.
- Has worked with organizations including IDB Invest, BAM, Radio Selva and Prensa Comunitaria.
- Designs research, workshops, sprints, sustainability models, audience strategies and organizational transformation processes.
- Has advised projects on leadership, organizational culture, psychological safety, organizational structure and performance.
- Has supported independent media in redesigning sustainability models, developing products and mapping audience and funding opportunities.

2018–2019; 2025–PRESENT

Consultant / Program Manager

Population Council / Abriendo Oportunidades

- Designed and coordinated digital literacy, STEAM and participation activities for Indigenous girls and young women.
- Ran workshops in Sololá and activities tied to Makerfaire and hands-on learning.
- Built a community of practice through a website and a WhatsApp channel for teachers and students.
- Has supported data collection and analysis to inform public policy on economic development, technology adoption and innovation.
- Has worked alongside government actors and development organizations.

2017–2024

Lecturer · Coordinator, Social Innovation Lab

Universidad del Valle de Guatemala

- Taught global citizenship, sociology of communication, communication and technology, digital methods, visual anthropology, qualitative methods and strategic communication.
- Designed curricula that combine digital tools with qualitative and quantitative methodologies.
- Taught at both undergraduate and graduate level.
- Between 2020 and 2023 coordinated the Social Innovation Lab: projects in social innovation, applied research, civic participation and digital methodologies.
- Contributed to the redesign of the anthropology curriculum.
- Facilitated collaborative processes on civic technology, public discourse, access to rights and citizen participation.

2016–2023

Product Manager

elPeriódico de Guatemala

- Led the newspaper's digital transformation and the development of new editorial and commercial products.

- Launched the digital subscription model, newsletters and mobile apps.
- Coordinated newsroom, IT, sales, finance, marketing and subscription teams.
- Led the development of digital products for advertisers.
- Drove analytics, search, automation and digital tooling to improve the experience of both readers and journalists.
- A professional record reports sustained growth of close to 10% month over month in subscriptions during one stage of the project.
- Coordinated five team leads and set up cross-departmental working groups to launch new services and products.

EDUCATION

2014–2016 **M.A. in Communication, Culture, and Technology**
Georgetown University

2010–2014 **B.A. in Anthropology & Sociology**
Universidad del Valle de Guatemala

2022–2023 **GNI Fundamentals Lab**
Google News Initiative, with Blue Engine – audience development, reader revenue and advertising revenue

2013 **Academic exchange**
University of Saskatchewan, Emerging Leaders of the Americas Program (ELAP) scholarship

2008 **Secondary education**
German School at Guatemala

PUBLICATIONS

1. E. Barba and R. Zamora Marroquín, "A Primer on Spatial Scale and Its Application to Mixed Reality," 2017 IEEE International Symposium on Mixed and Augmented Reality (ISMAR), Nantes, France, 2018, pp. 100–110. doi:10.1109/ISMAR.2017.27 (https://doi.org/10.1109/ISMAR.2017.27)
2. A. Martínez, A. del Valle and R. Zamora, "Lack of opportunities for indigenous young women in Guatemala: forced mobility and absence of social protection systems," The Elgar Companion to Gender and Global Migration, 2022. doi:10.4337/9781802201260.00017 (https://doi.org/10.4337/9781802201260.00017)

FILM

- Stairs (https://vimeo.com/148501977) — Short film (3:05). Director and editor.
- Ring Ring For Liberty: The Missing Mossler (https://vimeo.com/148311810) — Short documentary (4:58). Co-director and editor.

AREAS OF FOCUS

JOURNALISM AND DIGITAL MEDIA · QUALITATIVE RESEARCH · ANTHROPOLOGY AND SOCIOLOGY · STRATEGIC COMMUNICATION · PRODUCT MANAGEMENT · STRATEGIC OPERATIONS · DIGITAL TRANSFORMATION · SOCIAL INNOVATION · EXPERIENCE AND WORKSHOP DESIGN · AUDIENCE DEVELOPMENT · MEDIA SUSTAINABILITY · MULTIDISCIPLINARY TEAM COORDINATION · INDICATOR AND KPI DESIGN · CRISIS COMMUNICATIONS · CIVIC TECHNOLOGY · DIGITAL ARCHIVES AND JOURNALISM PRESERVATION · ARTIFICIAL INTELLIGENCE APPLIED TO RESEARCH, COMMUNICATION AND JOURNALISM

TOOLS

PYTHON · D3.JS · POWER BI · DEDOOSE · MAXQDA · AIRTABLE · ASANA · NOTION · DASHBOARDS AND ANALYTICS · GENERATIVE AI TOOLS

LANGUAGES

Spanish — Native **English** — Professional working proficiency **German** — Intermediate

INTERESTS

Technology and society, independent journalism, artificial intelligence, media innovation, applied research, digital culture, civic participation, archives, memory preservation, and the design of people-centered technology.