

Mr Francisco Crespo Casado

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I am a third year doctoral researcher in the discipline of Social Marketing at the Centre for Health and Social Research (CHaSR). I am hoping to submit my thesis for examination by August 2018. I hold an Australian student visa that allows me to work in Australia. I have experience in several positions within the university. I am interested in gaining tutoring experience as a step towards commencing a career in academia after the completion of my doctoral degree.

CURRENT POSITION:

Aug 2015 – Present

PhD Candidate

Centre for Health and Social Research (CHaSR); Faculty of Health Sciences Australian Catholic University

Title: ‘Evaluating the role of social marketing to promote healthier school lunch boxes’

Supervised by: A/Prof Shawn Somerset (ACU); Prof Mike Reid (RMIT); Dr Carina Chan (ACU); and Dr Rimante Ronto (ACU)

Awards: Recipient of CHaSR’s postgraduate scholarship for the duration of my PhD

Responsibilities and skills developed:

- I have gained experience in conducting systematic literature reviews as a result of conducting a review of the literature for my thesis.
- I have improved my ability to communicate my research to the general public and scientists alike as a result of presenting my research work at international conferences, seminars and three-minutes-thesis competition.
- I have gained qualitative research skills as a result of conducting and analysing 16 interviews during the formative research stage of my project

EDUCATIONAL BACKGROUND

Year Awarded 2014 **Master of Marketing (Hons) IIA**

Field: Social Marketing

Griffith University (Brisbane; Australia)

Dissertations' title: The impact of parents' attitudes on children's lunch boxes: An empirical examination

Academic distinctions:

- **Griffith Award for Academic Excellence 2013-2014**

Year Awarded 2012 Graduate Certificate in Business

Field: Marketing

Griffith University (Brisbane; Australia)

Year Awarded 2011 Bachelor of Business Administration

Field: Marketing

Universidad San Pablo – CEU (Madrid; Spain)

OTHER EDUCATION AND TRAINING

Nov 2011 **IELTS Academic Exam**

2007 **Bachelor of Business exchange year**

InHolland University (Rotterdam, The Netherlands)

(8 months)

2007 **Business School Human Resources Course**

Universidad San Pablo – CEU (Madrid; Spain)

1999 **Cambridge Advanced Exam**

1998 **Cambridge First Certificate Exam**

EMPLOYMENT HISTORY

Academic roles

Jul 2014 – July 2015

Project Officer

Griffith University Social Marketing @ Griffith

Responsibilities and skills developed:

- Gained project administration skills as a result of preparing applications for ethics approval, recruiting participants for research projects, and preparing reports (e.g. INS communication review project for Griffith University; and Team Up App (VicHealth) project report preparation).
- Improved my SPSS skills as a result of conducting statistical analysis (e.g. One-way ANOVA, and descriptive statistics) for the Team Up App project.

Aug 2013 – July 2014

Research Assistant

Social Marketing at Griffith Centre; Marketing Department; Griffith University

Responsibilities and skills developed:

- Gained experience in data collection techniques by collecting data for several projects. I used both a quantitative (online surveys and observational research), and qualitative (focus groups) methods
- Gained statistical skills as a result of conducting segmentation procedures using One-way ANOVAs in SPSS for my Honours' project
- Gained online survey design skills by assisting in the *Game on: Know Alcohol* (Queensland Catholic Education Schools) and *Mater Health Lunch boxes* (Mater Health Services) funded projects
- Improved my writing skills by taking part in the Mater Health Lunchboxes project report preparation, and by writing a literature review for the Mater Health Lunchboxes project
- Participated in an intervention design session for a funded social marketing intervention for the Defence Science and Technology Group

Industry roles

Sep 2014 – Dec 2014

Australian and New Zealand Marketing Academy (ANZMAC) 2014 Conference Administrator

Griffith University Social Marketing at Griffith Centre (Marketing Department)

Responsibilities and skills developed:

Gained time management skills by: managing conference budgets; negotiating with external service providers, suppliers, and venues; organising conference registration and payment; and overseeing conference papers' submissions and reviews

Jun 2013 & Sep 2012

Casual Food Salesman

Global Food Marketing Pty Ltd (Brisbane)

Jan 2011 – Sep 2011

Technology Services Support Business Operations Intern

Hewlett-Packard Spain (Las Rozas; Madrid; Spain)

Responsibilities and skills developed:

- Gained attention to detail skills by producing financial data reports for project managers
- Gained Microsoft Excel, SAP databases and teamwork skills

Other roles

Jan 2013 – Dec 2013

Private Tutor

Tutoring sessions on Spanish language (Brisbane)

Nov 2012 – Mar 2014

Indoor Soccer Referee

Sports and Community Club (Moorooka; Brisbane)

Nov 2012 – Feb 2013

Casual Waiter

Cucina of Italy (Sunnybank; Brisbane)

Nov 2012 – Feb 2013

indoor Soccer Referee

Acacia Sports Complex (Acacia Ridge; Brisbane)

Oct 2012

Volunteer – Start Site Marshall

Santos GLNG Brisbane to the Gold Coast Cycle Challenge (Brisbane)

Feb 2003 – Jul 2003

Casual Waiter

La Hípica Restaurant (Madrid; Spain)

PUBLICATIONS

Published:

- **Crespo Casado, F.**, Rundle-Thiele, S., and Dietrich, T. (2016). “Segmenting caregivers to gain insights for Social Marketing Program Design”. *Segmentation in Social Marketing*. Springer, Singapore
- **Crespo Casado, F.** and Rundle-Thiele, S. (2015). “Breaking it down: Unpacking lunchboxes”. *Young Consumers*, Vol. 16(4), pp.438-453
- Anibaldi, R., Rundle-Thiele, S., **Crespo Casado, F.** and Carins, J. (2015) “Insights into children’s lunchboxes: Understanding the issues impacting Australian parents’ selection of contents”. *Food production and eating habits in contemporary societies*. Nova Sciences Publisher, New York.

Conference papers:

- Dietrich, T., **Crespo Casado, F.**, and Rundle-Thiele, S. (2015). “Segmenting caregivers based on their attitudes and behaviours relating to their children lunchboxes”. 2015 *ANZMAC Conference. Innovation Growth Strategies in Marketing*, Sydney, Australia, December 2015.
- **Crespo Casado, F.**, Rundle-Thiele, S. and Kubacki, K. (2015). “An exchange theory driven segmentation: Insights into physical activity”. *Population Health Congress 2015*, Hobart, Australia, September 2015.
- **Crespo Casado, F.** and Rundle-Thiele, S. (2015). “The impact of parents’ attitudes on children’s lunchbox contents: An empirical examination”. *Academy of Marketing Conference 2015*, Limerick, Ireland, July 2015.

Working paper:

- **Crespo Casado, F.**, Kubacki, K., and Rundle-Thiele, S. (2015). “Increasing physical activity: Insights from an exchange based segmentation technique”. *Marketing Intelligence and Planning*. [Manuscript in preparation].

Industry and government reports:

- Anibaldi, R., Rundle-Thiele, S., Carins, J., and **Crespo-Casado, F.** (2014). “An investigation of market potential for healthy eating lunchboxes”. A report for Mater Health Services, Queensland.
- Kubacki, K, Rundle-Thiele, S, Pham, C, **Crespo-Casado, F.**, David, P and Durl, J (2014) “Social marketing evaluation of TeamUp, 2014”, Report 06/14, July 2014, Social Marketing@Griffith and VicHealth

LANGUAGE SKILLS

I am fluent in spoken and written Spanish (native)

I am fluent in spoken and written English

RECREATIONAL INTERESTS

Sport

I consider myself a sports enthusiast. I played for several soccer teams since I was 7 years old. I am not afraid of challenges and I have recently started practising yoga. I value perseverance, and I am naturally cooperative which makes me a perfect team player.

Volunteering

I am committed to social causes. I have volunteered for fundraising events and charities. I value the importance of helping others and I am a natural problem-solver.

International Relations

I value diplomacy and cultural diversity. I have studied in Spain, The Netherlands and Australia and I am proud of having friends from all over the world. I value communication as a powerful tool to create positive change.