

ALEJANDRA ROGEL ALBA

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Ciudad de México, C.P. 11-200, México

Inquisitive and committed Ethnologist, with a master's in Public Policy and over 10 years of international experience. Specialized in Qualitative Research, Impact Evaluation of Social Programs and Digital Communication Strategies applied in the fields of jobs, social protection, health and education. Demonstrated experience in the implementation of high-quality protocols for the different stages of a monitoring and evaluation project, in multi-sectoral contexts. Proven team working abilities and leadership, innovative, proficient in English and Spanish.

EXPERIENCE

Impact Evaluation Coordinator World Bank

México

January 2018 – To date

- ❖ Mexico Youth Labor Market Inclusion Pilot – Jobs Group
 - Coordinating the qualitative component to inform the implementation and evaluation of the Pilot Program resulting in significant increase of participation and take up rates, in both the digital monitoring strategy and the treatment implementation.
 - Coordinating the implementation activities of the different stages of the evaluation with an experimental design (RCT) and an average sample of 2,500 students per year.
 - Collaborating in multi-sectorial meetings with partner government agencies (SEP, SHCP, SNE) as well as other partner organizations (The International Youth Foundation, Manpower) and local participant firms (Bosch, Mabe, Valeo, Automotive Cluster, etc.)
 - Author of blogs about implementation of digital communications strategies for the Solutions for Youth Employment team of the World Bank.

- ❖ Technical Assessment for the National Coordination of SNE – Social Protection Group
 - Designing, implementing and analyzing a technical assessment with qualitative methodology to improve the services of the National Employment Service (SNE) in the state of Morelos.
 - Coordinating the assessment for the digital strategy to provide services to the public in the context of the COVID-19 social distancing.
 - Coordinating the qualitative component analysis for an analytical digital tool for SNE.

Specialist in Administration and Public Policy INFOTEC - Centro de Investigación e Innovación en Tecnologías de la Información y Comunicación

México

June 2016 – June 2017

- ❖ Project Manager for the project "Opening Prosperity - Using mobile technology, behavioral insights and policy expertise to deliver financial inclusion to Mexico's poorest". In collaboration with the National Digital Strategy, the National Coordination of the

PROSPERA Program, BANSEFI, The Behavioral Insights Team, Women's World Banking, DIRSI (Regional Dialogue on Information Society), CIDE (Centro de Investigación y Docencia Económicas) and QFD (Qué Funciona para el Desarrollo, A.C.).

- ❖ Coordinating the overall implementation of the project which included: administration of the grant, submission of narrative and financial reports to the Financial Services and Open Data of the British Embassy as part of the Prosperity Fund Projects, contracting services and staff, implementation of operations, supervision on the field and, the evaluation of the pilot project in the states of Chiapas, Puebla and Yucatán.
- ❖ Collaborating in the qualitative component with the team of the Women's World Banking and responsible for the trials of the technological application with women of the Prospera Program in the state of Tlaxcala.

Project Manager
Qué Funciona para el Desarrollo, A.C. (QFD)

México
February 2015 – To date

- ❖ Coordinating the overall implementation for the Project "When do Media Stations Support Electoral Accountability?", working with JPAL Governance Initiative and the Kennedy School of Governance of Harvard. The implementation and RCT evaluation included national media stations (press and radio) of the 32 states of Mexico and, ran from 2016 to 2018.
https://www.dropbox.com/s/7vqfndrpm83vivm/MS%2020180921_main.pdf?dl=0
- ❖ Coordinating the overall implementation for the Project "Prospera Digital – Maternal Health", in five States of Mexico: Chiapas, Guanajuato, Hidalgo, México and Puebla. This project was implemented in collaboration with the National Digital Strategy, the Federal Ministry of Health, the National Coordination of the PROSPERA Program, The Behavioural Insights Team, the Research Institute for Development with Equity and UNICEF and was part of the Prosperity Fund Projects. This pilot project was evaluated as an RCT and included the provision of a digital instrument and training to pregnant women, as well as health care providers, in vulnerable communities.
<https://www.gob.mx/gobmx/articulos/que-es-prospera-digital>
- ❖ Coordinating the overall implementation of the Randomized Control Trial "Cumulating Experimental Evidence on Political Accountability", with the Kennedy School of Governance of Harvard and the New York University, performed in four states of Mexico (San Luis Potosí, Guanajuato, Querétaro and México).
<https://www.nber.org/papers/w24888>

Independent Consultant
William Davidson Institute, University of Michigan

Mexico City and State of Mexico
October 2014 to February 2015

- ❖ Developed qualitative case studies of salespeople within the *Semilla* program from *Danone Ecosystem Fund* to assess long-term impact.
- ❖ Collaborating in the design of instruments, coordinating field operations, analysis and presentation of results.

**Project Coordinator
Innovations for Poverty Action**

Mexico City and State of Mexico
February 2010 to February 2015

- ❖ Coordinating the overall qualitative and quantitative evaluation of the Project "Building a Brighter Future: A Randomized Experiment of Slum Housing in Mexico". In partnership with the Techos NGO (Mexico-LAC), the Abdul Latiff Jameel Poverty Action Lab (J-PAL) and the University of California, Berkeley.
<https://www.poverty-action.org/study/slum-housing-upgrading-el-salvador-mexico-and-uruguay>
- ❖ Coordinating the overall RCT evaluation of the Pilot Project "Air Quality Information in Mexico". In partnership with the Kennedy School of Harvard, the University of California, Santa Bárbara and the Mario Molina Center (Mexico).
- ❖ Coordinating the overall implementation and evaluation of the RCT Project "Evaluating Violence Against Women (VAW) Screening in Mexico". In partnership with the National Institute of Public Health (Mexico), International Planned Parenthood Federation (IPPF), the Yale School of Public Health, and the Ministry of Health of Mexico City.
 - Coordinating the Qualitative Component women participants of the program and public health staff.
<https://www.poverty-action.org/study/nurse-led-screening-and-counseling-victims-intimate-partner-violence-mexico-city>

Research Assistant

Boise, Idaho, USA

Center for Community and Justice

April to November 2009

- ❖ Collaborating in the qualitative and quantitative components of the Community Based Health Research Project in partnership with the University of Washington State, with Mexican migrants regarding metabolic syndrome, HIV and mental health.

Consulate Officer

Boise, Idaho, USA

Mexican Consulate in Boise, ID, USA

September to December 2008

External Collaborator

San Francisco, California, USA

WHO/PAHO

March 2008

Workshop Coordinator

Nampa, Idaho, USA

Hispanic Cultural Center

April to June 2005

Research Assistant

Mexico City

National Institute of Anthropology/
Direction of Ethnology and Social Anthropology

March 2003 to March 2004

- ❖ Collaborating in the National Project "The Ethnography of the Indigenous Regions of Mexico in the New Millennium".

Project Coordinator

Mexico City

Ama la Vida Foundation, IAP

November 2002 to January 2003

EDUCATION

Master's in Public Policy Instituto Tecnológico Autónomo de México (ITAM) Thesis: Edutainment and Digital Tech as Public Policies for Health, Violence and Teen Pregnancy Professional exam pending due to pandemic	México City 2017 – 2019
Bachelor's Degree in Ethnology <i>Honorable Mention</i> National School of Anthropology and History (ENAH)	Mexico City 1996 – 2000
Bachelor's Courses of Communication Sciences School of Political and Social Sciences- UNAM	Mexico City 1995 – 1997

CERTIFICATIONS

International Youth Foundation Life Skills - Passport to Success Tutor Program Attendance (32 hours)	San Luis Potosí, México September 2018
Course of Impact Evaluation of Social Programs Abdul Latif Jameel Poverty Action Lab ❖ Online program covering courses on Impact Evaluation, Theory of Change, Randomization, Power Calculations and Analysis and Threats.	Mexico City August to October 2014
Film Screenwriting Workshops I and II Armadillo Productions	Mexico City 2014
Protecting Human Research Participants Certificate NIH Office of Extramural Research	Mexico City 2017 -2020
Gender and Equity Workshop General Directorate for Equity and Diversity, Government of Mexico City	Mexico City March 2011
Certified Kundalini Yoga Instructor Kundalini Research Institute (IKYTA)	Española, New Mexico, USA August - September 2006

SKILLS

- ❖ Project management and PR
- ❖ Grant manager
- ❖ Program evaluation & monitoring
- ❖ Qualitative Research
- ❖ Public policy design and analysis
- ❖ Socioemotional & mindfulness
- ❖ Digital tech communication strategies
- ❖ Blog writer