



Alianne Dosal Allison

MARKETING & CORPORATE COMMUNICATIONS

With a solid background in marketing and communication, I bring a unique blend of creativity and strategic thinking to every project. My professional experience spans corporate communications management, content marketing strategies, event planning, and institutional and media relations. As an enthusiast of technology, I am expanding my skills to encompass front-end development.

My motivation lies in continuously learning and adding value to innovative projects.

Experience

Communications and Marketing Executive

FYCMA (Trade Fairs and Congress Center of Malaga) | Spain.

August 2021 - present.

- Planning and execution of content strategies to promote events and professional trade fairs (e.g., Transfiere, Greencities & S-Moving, CM Málaga, EU Industry Days).
- Relationship management with strategic partners, including identification and promotion of collaborative initiatives.
- Multi-channel content writing: **over 150 press releases, articles, interviews, newsletters**, and promotional content that contributed to a **20% growth** in media coverage.
- Planning and execution of **more than 30 press conferences**, together with media relations management and monitoring of media coverage of events and trade fairs.
- Performance analysis and media tracking to assess the impact of marketing strategies.
- Support in protocol management and institutional relations.

Project Coordinator

Málaga TechPark | Málaga, Spain.

January - August 2021.

- Coordinator of Málaga Space X (Explorer by Santander - entrepreneurship training program), including managing partnerships with external organisations resulting in the successful execution of **12 collaborative initiatives**.
- Creation, development, and management of the website for the Málaga TechPak Execs Executive Club.
- Support in the management and coordination of entrepreneurship and training spaces, including partnerships with industry experts and educational institutions, coordinating **more than 20 requests**.
- Support in projects and communication activities related to promoting entrepreneurship in the fields of technology and innovation.
- Assistance in managing social media and other communication channels (quarterly magazine, press relations).

International Relations Specialist

Ministry of Tourism of Cuba.

January 2016 - September 2019.

- Management of institutional relations and strategic partner collaborations with ministries, official tourism institutions from different countries, and international organisations, coordinating **16 official agreements**.
- Management of protocol activities, which included the successful coordination of **more than 40 official visits**.
- Planning and coordination of events, including being a member of the Organising Committee for the International Tourism Fair of Cuba, FITCuba from 2016 to 2019 and member of the Organising Committee for the 60th Meeting of the Americas Commission of the World Tourism Organization (UNWTO) and International Seminar on Tourism and Culture (Havana, May 2016).

Contact

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Location

Málaga, Spain

More info at



Education

2024-present

Front-End Development

SheCodes

2019-2021

Master's Degree in Strategic Management and Innovation in Communication.

University of Malaga | Spain.

2009-2014

Bachelor of Social Communication (Summa Cum Laude Degree).

University of Havana | Cuba.

Expertise

Content marketing strategy; B2B marketing consultancy; Social Media; Content writing across multiple channels; Project coordination.

Adobe Photoshop, Illustrator, and Premiere; Canva; Figma; WordPress; Mailchimp; Google Analytics; Ads; Onclusive; Gooveris.

HTML; CSS; Javascript; API; AI; Bootstrap; SEO; Responsive; React.js

Languages

Spanish - Native proficiency.

English - Full professional proficiency (C1).