

Marta Alemany Puig

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Professional profile

Communications and Fundraiser officer with 7 years of communications & planning professional experience specializing in the non-profit sector. With a keen interest in conflict and development; my key strengths are my ability to be able to work well in high pressure environments as well as my organisational skills.

Professional Experience

15/02/2016- 17/03/2016. Doctors Without Borders Spain (Madrid)

Position: 'Seguir Con Vida' Campaign Coordinator

Tasks: 2 week-public awareness [campaign](#) coordinator, managing logistics & public assistance, liaising with other organizations & institutions, coordinating exhibitions and fundraising activities, coordinating logistics and speakers for panel discussions, elaboration marketing materials, managing guests, manager, engager & trainer of 45 volunteers, supporting external and digital communications, representative tasks, Delegate's assistant, etc.

19/10/2015- 22/01/2016. Google/ Accenture (Dublin)

Position: Content Review Analyst

Tasks: Understanding and performing content reviews for International and Domestic cases; validating and investigating to inquiries of an urgent/sensitive nature within established guidelines; deeper knowledge of CSR and digital fundraising.

04/08/2015- 16/10/2015. Amnesty International Ireland (Dublin)

Position: Activism assistant

Tasks: Contacting, engaging & training volunteers; preparing different marketing materials; writing & sending e-bulletin; private Facebook group manager, creating & implementing Activism Strategy & supporting other tasks.

29/09/2014- 16/10/2015. ActionAid Ireland (Dublin)

Position: Communications Officer and Fundraising Assistant

Tasks: Writing press releases & articles for the website. Social media co-manager, Coordination of ActionAid's National [Speech Writing Competition](#) event (113 participating schools), Coordination of [Against FGM conference](#) (100 attendees) & Initiation of ActionAid's annual national [Yoga Day](#) Fundraising campaign (€7,000 raised with 24 participating centres nationally). Coordination of [Fundraising Nepalese Dinner](#). RaiseEdge donor program management.

26/04/2015- 21/06/2015. Spinal Injuries Ireland (Dublin)

Position: Fundraiser

Tasks: Developing the new fundraising department. Writing Volunteer Policy and Procedures & Writing recruitment and volunteer management strategy, Design & production of fundraising marketing collateral, developing new [website's content & structure](#), Responsible for the digital fundraising, Social Media manager for the Nissan fundraising digital campaign (€1,000 raised), etc.

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural disaster and exclusion from healthcare.

Accenture is a management consulting, technology services and outsourcing company.

Amnesty International is a global movement of people campaigning to protect Human Rights.

ActionAid has been fighting poverty worldwide for over 30 years.

Spinal Injuries Ireland deals on a daily basis with both the emotional and practical issues facing people with a spinal cord injury

01/05/2014- 26/09/2014. Depaul Ireland (Dublin)

Position: Press officer & Fundraiser Assistant

Tasks: Forbidden Fruit public [action](#) coordination & management. Assisting with fundraising data management, fundraising campaigns, improving fundraising methods through Adwords, Linkbuilding, SEO, Management of Salesforce, etc. Supporting and improving the drafting of press releases, communications materials, newsletters. Participating into the social media and communications strategy, Writing stories from the services, etc.

01/08/2013- 04/04/2014 Doctors Without Borders Spain (Barcelona)

Position: Press officer & Cities Without Borders Campaign Manager

Tasks: Managing interviews for the media (achieved appearing in the most important TV programs), developing media contacts, organizing press conferences, distributing & translating press releases, etc. Also coordinator of a 2- days malnutrition awareness [campaign](#) in Zaragoza (manager of 4 people, media liaison, etc).

3 week-public awareness campaign organizer, managing logistics & public assistance (+ 5,000 people), liaising with other organizations & institutions, producing activities & events, manager of 25 volunteers, Delegate's assistant, etc. [Website](#).

01/08/2011- 31/07/2013 La Veu Group Spain (Terrassa)

Position: Community Manager

Tasks: Responsible for the online & external communications of 5 e-businesses, their social media platforms, their customer service, etc. Also website content manager & translator (Spanish to English). Tools: Adwords, Analytics, Trends...

11/2008- 12/2010 Terrassa.net Spain (Terrassa)

Position: Editor/ Content Manager

Tasks: Editing and proofreading articles and pieces of local information, assisting to press conferences & institutional events. Also responsible for updating the website. Html language used.

Official Training

04/2015- 04/2016. Charity, Fundraising, Sponsorship & Event Management

Institute of Commercial Management (ICM). Diploma.

Training based on fundraising, sponsorship and event management in the Third Sector.

10/2014- 09/2015. International Cooperation to the Development

Open University of Catalonia (UOC). Post graduate. Overall mark: 8/10

Training in International project development management (water, sanitation, resources, gender policies,), project evaluation & behavioral analysis.

Thesis: GBV program evaluation in Malawi (real).

10/2011- 09/2013. Conflictology.

Open University of Catalonia (UOC). Masters MA. Overall mark: 9/10

Focused on the resolution and transformation of social and international conflicts such as gender, resources and types of aid. Final thesis mark: 10/10.

02- 09/2010. Conflict and Peace Communications

Autonomous University of Barcelona (UAB). Post graduate.

It is focused on the analysis of different international conflicts. Training in peace writing. **Final thesis done in Palestine:** research & analysis of the healthcare situation in the OPT.

09/2005- 06/2009. Journalism

Universitat Autònoma de Barcelona (UAB). Bachelor's degree.

Thesis about **the Occidental Sahara conflict. Done in Tindouf.**

Depaul Ireland is a charity helping people who are homeless or at risk of homelessness.

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural disaster and exclusion from healthcare. MSF has its Spanish headquarters in Barcelona.

La Veu Group is a Marketing company that offers online communications and websites development services to business.

Terrassa.net was a local website that offered local services, news and other useful information to the citizens.

ICM is the leading professional body for Commercial and Business Development staff. It examines and certifies students to an internationally consistent standard.

UOC is an internationally recognized online university with a community of over 60,000 students. It is rooted in Catalonia and its educational model is based on personalization and accompanying students using e-learning.

UAB is known for its excellence in research and quality in teaching, and is a reference centre in Europe. It offers 81 bachelor's degrees, covering all areas of knowledge.

Other academic training

Related to Conflict resolution and Crisis Management:

- “Gender, violence, armed conflicts and Peace building”**. IECAH. March 2016- current.
- “Human Rights: The Right to Freedom of Expression”. Amnesty International. Nov- Dec 2015.
- “Terrorism and Counterterrorism. Comparing theory and Practice”. Leiden University. Sept- Oct 2014
- “Understanding Violence”. Emory University. September- October 2014
- “The Changing Global Order, International Relations”. Leiden University. April- July 2014
- “Tools for Peace Building in the Humanitarian Aid”. IECAH. September- December 2013

Related to Communications:

- “Introduction to Marketing”**. Pennsylvania University. March 2016 – current.
- “Content, Advertising & Social IMC”**. Northwestern University. February 2016- current
- “Communicating with Care”. Google’s Ethics and Compliance Learning Spot. Nov 2015
- “Creation of the communication plan”. Col·legi of Journalists of Catalonia. Nov- Dec 2012
- “Community Management”. Col·legi of Journalists of Catalonia. September- October 2012
- Photojournalism in the Balkans. Kvlar Reporter Academy. July 2011
- Photojournalism in the Occidental Sahara. Kvlar Reporter Academy. February 2008

Related to Non- Governmental Organisations sector:

- “Social Economy and Management of the Third Sector”. AES. March- May 2008

Languages

Catalan/ Spanish: Bilingual.

English: C2. IELTS certificate.

Arabic: B1. Intermediate Certification. Course done in Egypt.

French: A4.

Computing Science

Microsoft Office. Professional user.

Adobe Acrobat & Design programs. Upper intermediate user.

Jira, IQN Navigator, SAP, NkonsonKonson, Salesforce & RaiseEdge programs. Advanced user.

Online programs and Social Media. Professional user.

Other

Full clean driving license.
Freelance Journalist from 2009.
Collaboration in International sections.
[Portfolio](#).

Co- Author of the Dictionary of Peace and Disarmament (Nov. 2015).
Candidate to Fundraiser Volunteer of 2016 Awards from Fundraising Ireland Institution.

Co-founder and co- owner of Centro Flores de Bach e-commerce.
Appair in Dublin from 2010- 2011.

Volunteer experiences.

Spanish teacher in Red Cross Catalonia.
Press officer & Community Manager in Negocis Oculcs campaign in Voluntary Service International (VSI- SCI).