



## **María Álvarez Malo**

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## **Work Experience**

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### **International Export & Marketing Advisor, ALLGAIER MOGENSEN (ALMO). Madrid, Spain (Mar. 2010 – Present)**

In the Spanish branch of this German conglomerate, <50 employees, I was responsible for supporting the Business Development and International Sales Team. The small nature of the branch required me to be involved with nearly all commercial activities, but my core responsibilities were:

- Coordination of the International Marketing Plan:
  - International market research.
  - Organization of fairs, events and trainings, mainly for Latin America.
  - Editing and translating of product catalogues.
- Supervision and management of the corporate Web 2.0, including the redevelopment of the corporate website and application of social media.
- Customer facing Supply Chain Management: Logistics and transport management, setting up shipment processing, customs documents elaboration and purchase orders supervision.

### **International Trade Advisor, Spanish Chamber of Commerce. Casablanca, Morocco (Jan. 2009 – Dec. 2009)**

At the Spanish Chamber of Commerce in Casablanca, I was acting as International Trade Advisor, on behalf of the Madrid Chamber of Commerce and the Madrid International Fair (IFEMA).

- Preparation and organisation of Trade Missions to Morocco, typically consisting of 15-20 companies across all sectors.
  - Company-specific market research for the corporate delegations.
  - Networking and lead development prior to the visit.
  - Agenda setting and content control of the visit.
- Provide direct support and assistance to Spanish companies, e.g. solution of questions and doubts about Moroccan markets and export procedures.
- Attendance of main Moroccan trade fairs and development of trade partners lists.
- Coordination of the first “Hispano-Moroccan Renewable Energy Sources Meeting” and other smaller events, such as “New Statements of Moroccan Financial Law”.

### **Team Leader, SEASL - Madrid Tourist Board. Madrid, Spain (Jul. 2007 – Sep. 2008)**

At the Tourist Information Department, as Team Leader, I was responsible for:

- Supervision and management of the tourist information agents team, including handling of special requests and incidents.
- Collaboration in the organization of events and presentations of the Tourism Agency of the Municipality of Madrid.

### **Marketing Officer, Turespaña – Spanish Tourist Board. Rome, Italy (Feb. 2004 – Dec. 2004)**

In the Marketing Department I was responsible for:

- Promotion of Spain as a tourist destination in the Italian, Mediterranean and Arabic markets.
- Official presentation to media and tour operators of the “UNESCO World Heritage Cities of Spain”, “Catalonian Gastronomy Year” and “Barcelona Cultures Forum”.
- Follow up of the Marketing Plan, market research and analysis, and attendance of main Italian travel fairs.

### Various positions in the Tourism and hospitality industry:

**Travelplan.** Madrid (Apr. 2006 – Jul.2007) – Reservations Agent.

**Transhotel.** Madrid (Jul. 2005 – Abr. 2006) – Special and Groups Reservations Agent.

**Japan Travel Bureau.** Madrid (Oct. 1999 – Feb. 2000) – Booking Agent, Groups.

**Hotel Porto Magno, Almería** (Jul. 1999 – Sep. 1999) – Administrative Support.

**Hotel Marina. Benidorm.** (Jul. 1998 – Sep. 1998) – Reception / Reservations.

## Education

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**MA in Geography,** *Universidad Complutense. Madrid, Spain* (2001 – 2007)

*Specialisation: **Economic Geography***

Summer Course: “Renewable Energies: alternative energy strategies are possible”, San Lorenzo del Escorial (2006).

**MA in European Tourism Management,** *joint degree Bournemouth University (UK) & Université de Chambéry (France)* (2000 – 2001)

***Thesis:** Les routes culturelles comme exemple du développement touristique durable: La ruta Bética Romana. (Written in French).*

**BA in Tourism Management,** *Universidad Rey Juan Carlos. Madrid, Spain* (1997 – 2000)

1 week Seminar: “Women’s role in the tourism industry”, Málaga University (2000)

Courses: “Introduction to SAVIA/AMADEUS” (2000), “Customer service” (1999)

Student Board Member, *organising events and activities.*

## Professional Development

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**International Marketing Mix,** *Madrid Confederation of Employers and Industries (CEIM) & Madrid Chamber of Commerce (COCIM)* (2012).

2 month part time training course introducing the methodologies of Marketing Mix in an international setting.

**Foreign Trade Associate,** *Business Training institute. Madrid Chamber of Commerce* (Sept. - Dec. 2008)

Full time training course providing the formal accreditation required to assume international positions as Foreign Trade Associate for the Madrid Chamber of Commerce. Completed with honours.

Professional development seminars (during employment at ALMO), organized jointly by ICEX, Promomadrid, CEIM and COCIM:

- Corporate Communications and Customer Service.
- Management and valuation of Documentary Credit/Letter of Credit.
- Letter of credit management.
- Cost reduction in international transport.
- Documentation in international logistics.
- Introduction to Google Analytics.

## Languages

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*Native:* **Spanish**

*Fluent:* **English, French, Italian**

*Intermediate:* **Portuguese**

## Other Skills and Aptitudes

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Computer Skills: Google Analytics, Free Hand, CRM (*Super Office*), ERP (*Microsoft Navision*), Social Media, CMS (*Joomla*).

Driver’s license.

Cross cultural working, flexibility.