ALONSO OSUNA SOTO

Digital Marketing Assistant | Content, WordPress and SEO

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PROFILE

Marketing and Advertising student with an internship covering WordPress, SEO, content and newsletters for a nautical services website. Previous experience in customer service and consultative sales through dual vocational training.

EXPERIENCE

Digital Marketing and Web Projects Intern | Explora Natura
Internship · March–May 2026

- Worked in WordPress on the Nautes website (nautical services) and prepared its content and a newsletter.
- Researched keywords and possible SEO improvements, and explored search optimisation for AI engines (GEO).
- Supported LinkedIn prospecting for a market research project and took part in videomapping tests for local shops using AI-generated visuals.

Administration and Sales | Almazaras de la Subbética

Dual vocational training placement · Several periods, 2024–2025

- Assisted and advised customers and supported the consultative sale of agricultural machinery.
- Worked with invoicing, sales documentation and correspondence with external companies.
- Took part in order and stock management.

Deckhand | Club Náutico de Salou

Employment · July–September 2025

- Assisted boat owners and carried out mooring and port maintenance tasks.

PROJECTS

Alcar Estudio Arquitectura | Audit and improvement proposal
Audited the studio's digital presence and drew up an improvement proposal for its website, local SEO, content and enquiry tracking.

Zalapp | Academic project in progress (team of three)
Coordinated tasks and contributed to the concept, market research and marketing plan for an app that would help professional drivers choose where to stop. The team analysed 41 survey responses from drivers.

EDUCATION

Higher Vocational Diploma in Marketing and Advertising (Grado Superior) | IES Luis de Góngora, Córdoba · *In progress*

Vocational Diploma in Commercial Activities, dual training (Técnico) | IES Fernando III «El Santo» · *2023–2025*

Basic Vocational Training in Electricity and Electronics (Grado Básico) | IES Álvarez Cubero · *2020–2022*

TOOLS AND LANGUAGES

Tools: WordPress · Canva · Google Workspace · Generative AI tools · DELSOL management software · Basic HTML and CSS with AI support

Languages: Spanish (native) · English (basic, no official certification)