
ALICIA PEÑARANDA FERNÁNDEZ

Political scientist, master in political communication. Consultant and professor.

RESUME

Colombian. Political scientist (EAFIT University, Colombia 2010, Master in political communication (Complutense of Madrid University, Spain 2016). Achievements on investigation and consultancy on communication and policy in public and private sector. Seven years of experience as consultant for political campaigns in Colombia and Spain. Trajectory in training and assessment of governments, political leaders and companies.

SKILLS & ACHIEVEMENTS

Academic and journalistic contributions.

Coordination of citizen participation.

Social work with communities and leaders.

Diagnostics and assessments for public entities on Workshops on citizen culture

Public management, local and national good governance.

Quantitative and qualitative investigation in social sciences.

Creative team Leader.

Web & Print Content Development.

Focus Group & Market Research.

Public & Media Relations.

ACADEMIC EXPERIENCE

RICERCATRICE, UNIVERSITÀ DEGLI STUDI DI MILANO; MILÁN, ITALIA

March - May 2016

Residency for production and investigation of political communication content under the direction of Professor Gianpietro Mazzoleni, professor of communication sociology and political communication in Milan University.

RESEARCHER FOR TEACHING INNOVATION PROJECT. COMPLUTENSE DE MADRID UNIVERSITY; MADRID, ESPAÑA

June 2015 - July 2016

Investigation and update of contents of the organizational communication class, in the framework of the teaching innovation project, directed by PhD Marisa del Pozo, doctor on information sciences.

PROFESSIONAL EXPERIENCE

SPECIALIZED PROFESSIONAL FOR SUPPORTING THE PROJECT: "CORREDOR DE LA 80". URBAN DEVELOPMENT COMPANY OF - EDU; MEDELLÍN, COLOMBIA

September 2016 - Present

Responsible for political, social and institutional support for the Project Manager. Responsible for relations with different authorities and interest groups for the Urban and infrastructure Project of Medellin Mayor.

STAFF MEMBER ADVISOR, RCC AT HARVARD EXECUTIVE PROGRAM (WWW.HARVARDEXE.COM). MADRID, ESPAÑA

June 2015 - Present

Responsible for design and strategic management for communication area of the Executive Program at Harvard 2016. Current advisor for digital communication and new technologies.

**CO-FOUNDER AND POLITICAL COMMUNICATION ANALYST FOR POLITIZEN:
SPECIALIZED DIGITAL PLATFORM; ESPAÑA**

2015 - Current

Development of growth strategies and public relations. Published material on:
communication, leadership, political marketing, speech and surveys.

**WORKSHOP FACILITATOR ON LEADERSHIP, INTER-AMERICAN HUMAN RIGHTS
INSTITUTE–IIDH; COLOMBIA**

February - August 2014

Design and socialization of the conference «Leadership in reconciliation times», given
to 300 victims of the armed conflict of Colombia from Atlántico and Casanare
departments.

**ADVISOR FOR THE MANAGER OF, REGIONAL CANNEL OF CARIBBEAN
TELEVISION (TELECARIBE); BARRANQUILLA, COLOMBIA**

January - December 2013

Supervision and contributions for innovation and channel content. Development of
participation strategies with social sectors. Achievements: creation of «Telecaribe nos
une» (100 videoclips miniseries).

**ADVISOR FOR COMMUNICATIONS, GOBERNACIÓN DEL MAGDALENA; SANTA
MARTA, COLOMBIA**

January - December 2012

Implementation of virtual communication for the government entity. Strengthening of
the national strategy: On line Government. Direction and following up of activities
involving citizen participation.

**PROJECT DIRECTOR, SANTA MARTA SIN LÍMITES FOUNDATION; SANTA
MARTA, COLOMBIA**

January - December 2011

Intervention models design and public relations. Implementation of the Project: Education without Limits, for five public and private institutions, 500 youths involved.

EDUCATION

MASTER ON ADVANCES STUDIES ON POLITICAL COMMUNICATION, 2016.

Complutense de Madrid University, España

Delegate from students before the board of directors of the Master.

Thesis: *“Transparent political communication: an answer from the open government to a participative democracy”*.

* Scholarship: Master program, Colciencias - Gobernación del Magdalena 2014-2016.

POLITICAL SCIENTIST, 2010

EAFIT University, Colombia

DIGITAL MARKETING COURSE, 2015

Interactive Advertising Bureau, Spain

ELECTORAL PROCESS DIPLOMA COURSE, 2014

Public Administration Superior School- ESAP-, Colombia

BUSSINESS MANAGEMENT COURSE, 2014

Commerce chamber of, Santa Marta, Colombia

CURSO FORMACIÓN EN AMBIENTES APRENDIZAJE (BLACKBOARD 9.1), 2014

National service of apprenticeship (SENA), Colombia

AWARDS

VICTORY AWARD; WASHINGTON, EEUU – SEPTEMBER 2015

Nominated for Political consultant of the year

COOSALUD, EPS, COLOMBIA – APRIL 2013

Award: social leader woman

VICTORY AWARD; WASHINGTON, EEUU – ENERO 2012

Award: most voted online blog

SANTA MARTA SIN LÍMITES FOUNDATION, COLOMBIA – JUNIO 2012

Award: Limitless citizen

PARTICIPATIONS

PARTNER, POLITICAL COMMUNICATION ASSOCIATION (ACP)

Madrid, España — Current

INVITED SPEAKER, COMPLUTENSE DE MADRID UNIVERSITY

Madrid, España — July 2015

SPEAKER, POLITICAL MARKETING SEMINAR «TOOLS FOR WINNING ELECTIONS».

Bogotá, Colombia — February 2014

SPEAKER, 5TH WORLD CONGRESS ON POLITICAL COMMUNICATION

Cartagena, Colombia — March 2014

SPEAKER, "FREE SPEECH" SEMINAR

Tegucigalpa, Honduras — February 2012