

Alberto González

CUNEF UNIVERSIDAD
Almansa 101, 28040 Madrid Spain
a.gonzalezgomez@cunef.edu
CUNEF Website

EMPLOYMENT

Adjunct Lecturer of Marketing Management, Dept. of Business Management (CUNEF Universidad, September 2025-present)

Professor of Business and Enterprise and Career Planning and Guidance (2023-present)

Strategic Media Planner (2014-2022)

EDUCATION

- Bachelor's degree in Economics, Universidad de Oviedo (2013).
- Master's Degree in Advertising Management, Universidad Complutense de Madrid (2015).
- Master's Degree in Secondary Education Teaching, Universidad Complutense de Madrid, specializing in Economics (2023).

FIELDS OF INTEREST

Economics, Marketing, Advertising, Career Planning and Guidance.

PROFESSIONAL ACTIVITIES

- Market research.
- Strategic and media planning.
- Product launches.
- Competitor análisis.
- Advertising campaign management.
- Lecturer in Business and Enterprise, Career Planning and Guidance, and IT Applications.