

DANIEL AGUSTÍN SOTO INTRIAGO

**Advocacy and Communication Specialist | Strategic Communications
Stakeholder Engagement | Media Relations | International Cooperation**

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Quito, Ecuador (open to international relocation)

EXECUTIVE PROFILE

Advocacy and strategic communications professional with 15+ years of experience across international cooperation, public sector, political and advisory environments. Proven track record in developing communication strategies, shaping advocacy-oriented narratives, advising senior leadership, managing media-facing communication, strengthening stakeholder engagement, coordinating digital content, and translating complex policy and development issues into clear messages for public, professional and decision-making audiences.

Currently leads the country communications function for GIZ Ecuador, providing strategic direction, editorial oversight, communication guidance and institutional alignment across a portfolio of 30+ development projects and administrative units. Works directly with the Resident Director and country leadership, and coordinates communication with the German Embassy, GIZ headquarters in Germany, GIZ Latin America and the Caribbean, government counterparts, municipalities, development partners, foundations and international NGOs.

Experienced in advocacy-oriented communication, media relations, digital communication, spokesperson preparation, stakeholder engagement, partner-facing communication, capacity building, communication monitoring, gender-sensitive messaging and risk-sensitive communication in politically complex settings. Brings strong ability to connect communication objectives, audiences, messages, tactics and results to support institutional credibility, public engagement and development impact.

SELECTED LEADERSHIP HIGHLIGHTS

- Lead country-level communications strategy and institutional positioning for GIZ Ecuador across 30+ development projects and administrative units.
- Advise the Resident Director and country leadership on messaging, advocacy-oriented communication, reputational risk, media participation, political sensitivity and stakeholder engagement.
- Provide strategic guidance, editorial oversight, coaching and quality control to a matrix team of 19 project-based communications professionals.
- Coordinate communication with the German Embassy, GIZ headquarters, regional teams, government counterparts, municipalities, development partners, foundations and international NGOs.
- Built GIZ Ecuador's LinkedIn presence from zero to 41,000+ followers, contributing to 1.8M annual LinkedIn views and 1.6M Facebook views through strategic content planning and digital-first storytelling.
- Lead editorial governance for speeches, talking points, press materials, interview briefs, web content, social media content, factsheets, articles, reports and partner-facing products.
- Lead media participation governance and spokesperson preparation through interview readiness support, message discipline and a country-level decision matrix for reputational and contextual risk.
- Support advocacy and resource mobilization efforts through institutional profiles, results narratives, strategic briefs, storytelling inputs and partner-facing materials.
- Deliver communication induction and capacity strengthening for communicators, project colleagues and spokespersons on messaging, media engagement, political sensitivity and digital communication.
- Designed and institutionalized practical guidelines on impartiality and political sensitivity, strengthening external communication governance and reputational risk management.
- Designed integrated digital campaign ecosystems across TikTok, WhatsApp, X/Twitter, Facebook, Instagram, websites and live streaming channels in previous advisory work.
- Supported WhatsApp-based volunteer consolidation by province during Ecuador's 2021 presidential campaign, helping organize more than 5,000 registered volunteers.

CORE EXPERTISE

- ✓ Advocacy and Communication Strategy
- ✓ Campaigning and Public Engagement
- ✓ Strategic Communications Leadership
- ✓ Media Relations and Spokesperson Preparation
- ✓ Digital and Social Media Communication
- ✓ Stakeholder Engagement and Coalitions
- ✓ Partnerships and Resource Mobilization Support
- ✓ Policy-Facing Communication
- ✓ Public Affairs and Institutional Positioning
- ✓ Audience Analysis and Message Adaptation
- ✓ Editorial Governance and Quality Control

- ✓ Monitoring, Analytics and Results Improvement
- ✓ Capacity Building, Training and Facilitation
- ✓ Gender-Sensitive and Inclusive Communications
- ✓ Risk-Sensitive and Politically Sensitive Communication
- ✓ Project and Workflow Management
- ✓ Speechwriting, Talking Points and Executive Communications
- ✓ AI-Assisted Storytelling and Content Workflows

PROFESSIONAL EXPERIENCE

2021 – Present **Country Communications Coordinator GIZ Ecuador**

- Lead GIZ Ecuador's country communications function, providing strategic direction, editorial oversight, advocacy-oriented communication guidance and institutional alignment across a portfolio of 30+ development projects and administrative units.
- Advise the Resident Director, country leadership and project teams on messaging, reputational risk, political sensitivity, stakeholder engagement, public positioning, media participation and communication strategies in a complex international cooperation environment.
- Develop country-level communication strategies, standards, guidelines, narrative criteria and work approaches to strengthen institutional coherence, visibility, credibility and alignment across programs.
- Support the development and implementation of advocacy-oriented communication approaches by helping project teams define target audiences, key messages, communication objectives, stakeholder sensitivities, risks, channels and expected results.
- Translate complex policy, technical and development issues into succinct, engaging and audience-oriented narratives, including speeches, talking points, briefing inputs, articles, factsheets, brochures, social media content, web inputs and partner-facing materials.
- Guide communication for projects working on sustainable development, governance, sustainable cities, peace, social cohesion, gender equality and inclusive development, ensuring public narratives are clear, accurate, inclusive and relevant to different audiences.
- Serve as communication coordination focal point with the German Embassy, GIZ headquarters in Germany, GIZ Latin America and the Caribbean, government counterparts, municipalities, development partners, foundations and international NGOs.
- Build and maintain networks with internal and external stakeholders to align communication priorities, support joint visibility, strengthen partner-facing messages and contribute to coherent advocacy and communication outcomes.
- Lead editorial governance and quality control for high-level institutional communications, including speeches, press materials, interview briefs, web content, social media content, event materials and joint public communications.
- Serve as final editorial reviewer and approver of public messages for the Resident Director and German Embassy representatives at GIZ high-level events, ensuring clarity, institutional tone, political sensitivity and strategic alignment.
- Lead media participation governance and spokesperson preparation, including interview readiness support, message discipline and a country-level decision matrix to assess reputational, political and contextual risk in media engagements.
- Advise colleagues and leadership on when and how to engage with media and public platforms, anticipating risks, preparing key messages and supporting coherent institutional responses.
- Built GIZ Ecuador's LinkedIn presence from zero to 41,000+ followers and helped generate 1.8M annual LinkedIn views and 1.6M Facebook views through strategic content planning, digital-first storytelling and coordinated visibility.
- Use audience insights, platform performance data, feedback and contextual analysis to inform recommendations, improve content effectiveness and strengthen reach, engagement and communication results.
- Support advocacy and resource mobilization efforts by preparing institutional profiles, results narratives, service presentations, storytelling inputs and partner-facing materials used in engagement with current and prospective partners.
- Support donor and partner visibility by aligning communication products with institutional branding, partner expectations, visibility requirements and external positioning needs.
- Provide strategic guidance, feedback and coaching to a matrix team of 19 project-based communications professionals, helping them strengthen editorial quality, digital storytelling, audience adaptation and advocacy-oriented messaging.
- Deliver communications induction and capacity strengthening for communication staff, project colleagues and spokespersons, covering message discipline, stakeholder-oriented communication, media participation, political sensitivity, editorial standards and digital communication practices.
- Design and support webinars, workshops and internal learning spaces to strengthen communication capacity and organizational understanding across GIZ Ecuador.

- Created and launched “Integrated Dialogues,” an internal webinar series designed to promote knowledge exchange, cross-programme learning and institutional alignment on relevant development and organizational topics.
- Coordinate and review deliverables from consultants and suppliers in web development, graphic design, video production, events and speaking-session support, ensuring quality, audience relevance, institutional alignment and timely delivery.
- Support project and workflow management for communication initiatives, including workplans, coordination processes, consultant follow-up, delivery timelines, quality control and post-activity learning.
- Designed and institutionalized internal guidelines on impartiality and political sensitivity, converting an institutional grey area into a practical framework for media participation, external communication, escalation criteria and reputational risk management.
- Support gender-sensitive and inclusive communications as a member of GIZ Ecuador’s country gender group, contributing to internal awareness, inclusive messaging and engagement initiatives linked to gender equality and the elimination of violence against women.
- Work in a developing country context affected by political volatility, security concerns and institutional complexity, requiring careful judgment, stakeholder diplomacy, risk-sensitive communication and adaptability.

2019 – 2024

Strategic Communications and Digital Consultant Independent Practice

- Provided strategic communications, advocacy, campaigning, public positioning, digital strategy and stakeholder engagement advisory services to political leaders, public officials, organizations and private-sector clients.
- Designed and implemented communication strategies, advocacy narratives, campaign roadmaps and message architectures for electoral, institutional, public-sector and corporate campaigns.
- Helped clients define communication objectives, target audiences, desired changes, key messages, channels, risks and tactics, using a clear change logic to connect communication activities with public engagement and decision-making goals.
- Translated complex political, policy and institutional issues into succinct, engaging and accessible messages for public audiences, stakeholders, media, young people, volunteers and decision-makers.
- Advised public-facing leaders on spokesperson preparation, reputational judgment, audience adaptation, message discipline and strategic positioning in high-exposure environments.
- Supported leaders and teams in preparing for interviews, speeches, public appearances, campaign moments, stakeholder engagement and media-facing communication.
- Designed and implemented integrated digital campaign ecosystems across TikTok, WhatsApp, X/Twitter, Facebook, Instagram, websites and live streaming channels.
- Developed platform-specific content approaches, campaign narratives and creative tactics to reach different audiences, including young people, volunteers, voters, customers and public stakeholders.
- Built a presidential campaign website from scratch, including WordPress infrastructure, content strategy, user journey, conversion logic and overall digital product design.
- The campaign website contributed to a national database of 5,111 volunteer registrations and supported digital mobilization across provinces.
- Designed a WhatsApp-based volunteer consolidation strategy by province during Ecuador’s 2021 presidential campaign, helping organize more than 5,000 registered volunteers and strengthening grassroots digital mobilization.
- Supported integrated online and offline engagement formats, including live streaming events through Zoom, TikTok, Instagram and Facebook, with some live formats reaching up to 30,000 concurrent viewers.
- Supported youth-facing engagement formats, including cafés with young people and a presidential candidate in different cities, helping create spaces for dialogue, public engagement and message testing with younger audiences.
- Managed paid digital advertising campaigns for clients including Harley-Davidson Ecuador, Fasha, political figures and electoral campaigns.
- Used Google Analytics, platform analytics and native social media metrics to monitor performance, inform messaging decisions, optimize advertising and improve audience engagement.
- Built and managed WordPress-based websites and digital platforms, including e-commerce, campaign, institutional and service-oriented websites, integrating content strategy, user experience, information architecture and audience conversion goals.
- Developed AI-assisted storytelling and content development approaches to support faster ideation, clearer messaging and adaptation of content to different audiences and channels.
- Coordinated multidisciplinary advisory inputs, designers, digital content producers and creative deliverables under time pressure, ensuring coherence between strategy, content, paid media, digital platforms and public-facing execution.

- Managed multiple communication workflows, timelines, client expectations and deliverables simultaneously, strengthening project management, prioritization and results-oriented execution.

2016 – 2019

***Legislative Communications and Public Affairs Advisor* Quito Metropolitan Council**

- Led communications and public affairs support for legislative and public-facing processes in a politically sensitive municipal environment.
- Worked with elected officials, technical teams, legal advisors, media and institutional stakeholders to align messages, prepare public communication materials and support strategic positioning around public policy issues.
- Managed media relations, speeches, official statements, public narratives and political communication linked to council sessions, press engagements, civic dissemination and institutional positioning.
- Prepared talking points, thematic briefs and strategic messages to support elected officials in public communication, legislative positioning, stakeholder engagement and advocacy-oriented public narratives.
- Translated complex legislative, legal, technical and political information into clear messages for public audiences, media, stakeholders and decision-makers.
- Monitored political, legislative and media developments, translating complex institutional dynamics into communication recommendations, advisory inputs and issue-management guidance.
- Supported advocacy-oriented communication by helping elected officials frame public policy issues in ways that were understandable, relevant and accessible to citizens.
- Developed communication plans and workplans for public-sector and political processes, helping structure priorities, key messages, audiences, channels and implementation sequences.
- Supported spokesperson preparation and message discipline for public-facing political and institutional actors, helping them communicate sensitive issues with clarity, consistency and strategic judgment.
- Worked in a developing country and local government context, strengthening understanding of public policy, institutional dynamics, citizen-facing communication, media relations and stakeholder engagement.

2011 – 2015

***Communication and Digital Brand Strategy Consultant* Various Clients**

- Advised public and private-sector clients in Ecuador and Colombia on communication strategy, brand positioning, campaign coordination, digital presence, audience engagement and public-facing narratives.
- Developed communication workplans, content structures, digital materials and public-facing products for diverse clients and audiences.
- Supported institutional launches, corporate initiatives, public-facing campaigns and high-visibility events through strategic narratives, audiovisual content, brand materials, social media content and campaign concepts.
- Built Harley-Davidson Ecuador's Facebook presence from zero to 150,000 followers in 18 months, strengthening brand visibility, audience engagement and adaptation of global communication guidelines to the local market.
- Built Harley-Davidson Ecuador's online store and contributed to the brand's broader digital presence, strengthening online visibility, customer engagement and digital access to products and services.
- Managed paid social media advertising and digital content promotion for private-sector and entrepreneurial clients, using platform performance metrics to evaluate results, adjust content and improve audience engagement.
- Produced audiovisual content, campaign materials, social media content and brand communication products for public-facing and customer-facing audiences.
- Developed early experience in audience analysis, message adaptation, campaign planning, digital engagement, multimedia storytelling and platform-based communication.
- Built the foundation for later work in strategic communications, advocacy-oriented messaging, stakeholder engagement, digital communication and public-facing content in public-sector and international cooperation environments.

EDUCATION

Universidad Internacional de La Rioja

- ✓ Master's in Strategic Marketing Management, 2023
- ✓ Postgraduate Specialization in Big Data Marketing, 2022

Universidad San Francisco de Quito

- ✓ Bachelor's in Communication Design, 2013

SELECTED PROFESSIONAL DEVELOPMENT

Harvard Online

- ✓ Innovation Strategy: Frameworks and Tools for Business (2026)

German Embassy in Ecuador

- ✓ Excellence Journalism Training Workshops, 2025

GIZ

- ✓ Capacity Works Practitioner: GIZ's Management Model for Sustainable Development (2024)
- ✓ The Role of the Advisor (2024)
- ✓ Gender in Practice (2024)
- ✓ Group facilitation and moderation (2022)
- ✓ Creation of Learning Circle (2022)

ScrumStudy

- ✓ Scrum Master Certified (2022)

Project Management Institute PMI

- ✓ Strategic Thinking (2021)
- ✓ Influencing Others (2021)

University of Michigan / Coursera

- ✓ Influencing People (2016)

LANGUAGES

Spanish: native | **English:** fluent | **French:** basic knowledge