

# JESÚS TRIVIÑO ALARCÓN

68-09 Burns Street, #E3 • Forest Hills, NY 11375 • (646) 704-3810 • [jesus.a.trivino@gmail.com](mailto:jesus.a.trivino@gmail.com)

## SENIOR DIGITAL EDITORIAL AND COMMUNICATIONS PROFESSIONAL EXPERIENCED AT

LAUNCHING DIGITAL AND MOBILE USER EXPERIENCES | LEADING DIGITAL EDITORIAL TEAMS | GROWING DIGITAL AUDIENCE

FOR PROFESSIONAL ENDORSEMENTS PLEASE [CLICK HERE](#)

FOR WRITING SAMPLES PLEASE [CLICK HERE](#)

## PROFESSIONAL EXPERIENCE

### ENTERTAINMENT DIRECTOR, [LATINA.COM/LATINA MAGAZINE](#) | *Latina Media Ventures (New York, NY)* | 2012–Present

- Serve as top editor for all high level entertainment content, including cover stories, on digital, print and social for leading women’s media brand (readership: over 5 million including online, print and social); manage junior editors and freelance writers
- Identify and book high-profile cover talent such as Jennifer Lopez, Shakira, Salma Hayek, and Zoe Saldana; conduct video interviews with cover subjects; manage relationships with celebrity publicists
- Integral team member to staff which recorded the highest daily and monthly traffic in the history of Latina.com—grew uniques 803% and pageviews 1054% since 2012
- Conceive interactive features and content to enhance the Latina.com user experience; oversee QA/QC of interactive features, working closely with Latina.com design and tech team
- Produce and ideate entertainment-focused videos; secure celebrity social media chats and contests to garner new followers and users
- Conduct interviews with celebrities (Demi Lovato, Rosario Dawson, Christina Aguilera, etc.) for exclusive online, video and print features
- Book celebrity talent for the company’s signature events including Hollywood Hot List and 30 Under 30
- Secure noted influencers to blog for Latina.com including actress Stephanie Beatriz (Fox’s *Brooklyn Nine-Nine*) and Instagram fitness star Massy Arias
- Secured and led partnership with Beats Music (currently Apple Music)

### FREELANCE WRITER, EDITOR AND CURATOR | 2001–Present

- Write cover stories, articles, features, FOB content, editorials, reviews, profiles and Q&As focusing on entertainment and human-interest for major websites, magazines, blogs and newspapers
- Contributed pieces to *Latina*, *SLAM*, *XXL*, *Vibe*, *The Source*, *Essence.com*, *Inked*, *New York Daily News*, among others
- Interviewed numerous celebrities including Jay-Z, Jessica Alba, Carmelo Anthony, Juanes, John Leguizamo, Kanye West, Marc Anthony, LL Cool J, 50 Cent, Nas, etc.
- Curate music playlists for iTunes’ Apple Music streaming service
- Wrote and edited features, news and blogs over a long association with SOHH (Support Online Hip-Hop), a prominent urban pop culture website

### SENIOR INTERACTIVE PRODUCER, BET MUSIC SHOWS AND SPECIALS | *Viacom (New York, NY)* | 2011–2012

- Oversaw daily online content for the network’s #1 series, *106 & Park*
- Top-edited all content for specials: *Black Girls Rock!*, *BET Hip Hop Awards*, *Soul Train Awards* and *BET Honors*
- Managed a team of 5 content producers; top-edited all content on music show pages
- Wrote copy for all video relevant to show pages; created weekly content plan for video team
- Managed editorial calendar and set the online voice for all music shows and specials
- Worked closely with the BET.com App team on content creation and securing assets

### SENIOR ONLINE EDITOR/SOCIAL MEDIA MANAGER | *NuvoTV (formerly Sí TV) (New York, NY)* | 2007–2010

- Headed editorial at a national English-language cable network targeting a Latino audience in over 30 million homes
- Managed the network’s online voice, *SITV.com*, including editorial calendar, homepage, video, show pages and contributions from content partners such as AOL
- Drove three major re-launches of the network’s online brand, including new editorial, design and technical strategies

# JESÚS TRIVIÑO ALARCÓN

68-09 Burns Street, #E3 • Forest Hills, NY 11375 • (646) 704-3810 • [jesus.a.trivino@gmail.com](mailto:jesus.a.trivino@gmail.com)

---

- Wrote and/or edited all copy, including marketing copy for over 10 shows, the majority of content for SITV.com; SEO-friendly headlines; interactive games and quizzes; contests and sweepstakes; and a daily blog on Latino popular music
- Implemented the innovative, award-winning viral marketing campaign, Crash the Parties, for the 2008 Presidential election; site was Webby-nominated and won the 2009 Cable Fax Award for Best Corporate and Social Responsibility
- Supervised up to 10 people, from junior editors to bloggers; collaborated frequently and effectively across all layers of the organization, including programming, production, marketing, advertising and affiliate sales
- Contributed creatively to programming as a writer and on-air commentator on a comedy series (*Latino 101*)
- Chosen to serve on the eight-member Sí TV Core Team, a highly-select cross section of the company charged with facilitating organization-wide communication and idea exchange
- Drove the creation of social media strategy for the network and inaugurated the position of Social Media Manager
- Created and managed brand awareness-raising online marketing campaigns for Sí TV and SITV.COM on Facebook and Twitter, turning social media into the second-biggest feeder of audience for the website
- Developed viral promotional concepts to publicize show premieres, casting calls and exclusive content
- Placed stories and videos on major media outlets such as FunnyOrDie.com, Latina.com and AOL

## SENIOR EDITOR, SCRATCH MAGAZINE | *Harris Publications (New York, NY)* | 2004–2007

- Served as a charter editorial team member for this premier hip-hop producer magazine
- Assigned and edited articles to an eight-person writer pool; wrote features in almost every issue; oversaw photo shoots
- Edited “Warning!” and “Record Pool” sections, featuring music reviews and artist interviews

## EDITOR-IN-CHIEF, FUEGO MAGAZINE | *Harris Publications (New York, NY)* | 2004–2006

- Quickly promoted to be the editorial head of the first national English-language Latino men’s magazine
- Managed an eight-person editorial staff; developed every section in the magazine; assigned and edited all articles
- Wrote cover stories and features on leading Latino figures

## EDUCATION

---

**CERTIFICATE IN SCREENWRITING** | *New York University (New York, NY)* | 2012

**BACHELOR OF ARTS IN JOURNALISM** | *Brooklyn College (Brooklyn, NY)* | 2003

## TECHNICAL SKILLS

---

Microsoft Office; Photoshop; QuarkXPress; HTML; Drupal 4-6; Google Hangouts; Google Analytics; Chartbeat; YouTube; Brightcove; Basecamp; experienced with various blogging platforms such as WordPress, TypePad and Tumblr; proficient in SEO and social media marketing; familiar with Chicago and AP styles; fluent in Spanish

## PROFESSIONAL AFFILIATIONS

---

**National Association of Hispanic Journalists**