

# JESÚS TRIVIÑO ALARCÓN

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## SENIOR CONTENT AND MUSIC EXECUTIVE EXPERIENCED AT

LAUNCHING DIGITAL AND MOBILE USER EXPERIENCES | BOOKING A-LIST TALENT | GROWING DIGITAL AUDIENCE

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## PROFESSIONAL EXPERIENCE

### SENIOR DIRECTOR, INDUSTRY RELATIONS (GENERAL MARKET) & GLOBAL LATIN, TIDAL | *TIDAL (New York, NY)* | 2017–Present

- Editorial lead for Industry Relations (General Market) for top hi-fi audio streaming music app
- Programming and curation lead on all Latin content for premier hi-fi audio streaming music app
- Oversee and maintain relationships with record labels, distributors, publicists, and management teams across genres
- Communicate high level in-app updates/features and campaigns with industry partners; drive sign-ups to TIDAL Artist Home and book TIDAL Live Sessions with musicians and influencers
- Identify and book interviews with global music stars (J Balvin, Anitta, Juanes, etc.); conduct video interviews and obtain curated playlists by artists
- Identify potential partnerships within the music space (Mass Appeal) and outside of traditional music outlets (New York Public Library) to drive awareness, revenue and subscriber growth.
- Assisted in booking A-List Latin acts for tentpole events (TIDAL X Brooklyn, Made In America)
- Led in launching editorial curation teams in Latin American and Spanish speaking countries (Brazil, Spain, etc.)
- Created/produced/hosted the following video series: Fresh Cuts, In Conversation, etc.
- Manage junior staff curators and a stable of freelance videographers, editors, and curators (locally and internationally)
- Work closely with Marketing and Social teams to ideate artist programs to drive user engagement
- As co-chair of Block's NYC Latinx chapter produced internal events for our ERG in collaboration with external partners

### ENTERTAINMENT DIRECTOR, LATINA.COM/LATINA MAGAZINE | *Latina Media Ventures (New York, NY)* | 2012–2017

- Served 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
- Identified and booked high-profile cover talent such as Bruno Mars, Jennifer Lopez, Shakira, Salma Hayek, and Zoe Saldana; conducted 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
- Conceived 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
- Editorial lead on special projects (microsites) and branded content for advertising clients
- Produced and ideated entertainment-focused videos; secure celebrity social media takeovers to garner new followers and users
- Ideated and hosted Facebook Live sessions with celebrities focusing on entertainment and cultural issues
- Conducted interviews with celebrities (Demi Lovato, Lin-Manuel Miranda, Carmelo Anthony, Christina Aguilera, etc.) for exclusive online, video and print features
- Booked celebrity talent for the company's signature events including Hollywood Hot List and 30 Under 30
- Secured noted influencers to blog for Latina.com including actress Stephanie Beatriz (Fox's Brooklyn Nine-Nine) and Instagram fitness star Massy Arias
- In September 2016, was selected by Twitter as 1 of 30 industry influencers to conduct a live Q&A during Hispanic Heritage Month
- Secured and led partnership with Beats Music (presently 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*

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- 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 (presently Fuse) (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
- 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*)
- 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

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## EDUCATION

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

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

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## TECHNICAL SKILLS

Microsoft Office; Airtable; Photoshop; QuarkXPress; HTML; Drupal 4-6; Google Hangouts; Zoom; Sprout Social; Tableau; ThoughtSpot; Google Analytics; Chartbeat; YouTube; Garage Band; 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

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## PROFESSIONAL AFFILIATIONS

The Recording Academy

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## AWARDS

National Latino Leader Award Winner/National Diversity Council (2023)

Honored Listee for Marquis Who's Who (2023)

Webby Nominated (2008)