

JESÚS TRIVIÑO

68-09 Burns Street, #E3 • Forest Hills, NY 11375 • (646) 704-3810 • 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](#)

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PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR, GLOBAL LATIN CULTURE & CONTENT, TIDAL | *TIDAL (New York, NY)* | 2017–Present

- Editorial lead on all Latin content in leading streaming music app
- Oversee curation of Latin genre in U.S. and key Latin American countries (Argentina, Colombia, Chile, Dominican Republic, Mexico, Peru, Puerto Rico) including geo-targeted content
- Lead in launching editorial curation teams in Latin American and Spanish speaking countries (Brazil, Spain, etc.)
- Identify and book interviews with global music stars (J Balvin, Anitta, Juanes, etc.); conduct video interviews and obtain curated playlists by artists
- Book and curate Latin-focused artist showcases/concerts.
- Assist in booking A-List Latin acts for tentpole events (TIDAL X Brooklyn, Made In America)
- Maintain Latin flagship playlists as well as artist essentials, rising acts, trends and era playlists
- Conceive content to enhance the TIDAL user experience and increase subscribers; manage relationships with celebrity publicists, record labels and distributors
- Creator/producer/host of the following video series: Fresh Cuts, In Conversation, etc.
- Manage junior staff editors and a stable of freelance videographers, editors, and curators (locally and internationally)
- Write essays on Latin music milestones for companion blog, READ; assign and edit articles under the genre as well.
- Write social copy for Latin content, new releases, content, etc.
- Work closely with Marketing and CRM teams to ideate artist programs to drive user engagement

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*

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- 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 (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*)
- 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; 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

PROFESSIONAL AFFILIATIONS

National Association of Hispanic Journalists