

Qualifications Summary

An accomplished executive with a strong foundation in journalism and over a decade of leadership experience in the entertainment, streaming, and music business; also known as one of the industry's prominent experts in Latin pop culture.

Adept at fostering and expanding strategic partnerships with industry stakeholders to enhance brand visibility and user engagement. Proven record in leading content creation across digital and print platforms, as well as significantly boosting audience reach and engagement through innovative strategies. Skilled in developing and executing high-impact marketing and editorial campaigns that resonate with diverse audiences. Expertise in overseeing international content teams, while managing large-scale events, and representing brands at major industry conferences. Committed to leveraging comprehensive technical skills and deep industry knowledge to drive creative quality and operational excellence.

Areas of Expertise

- Strategic Partnership Development
- Content Strategy & Management
- Digital Marketing & Social Media
- Content Management Systems
- Stakeholder Engagement
- Event Planning & Execution
- Data Analysis & Reporting
- Multilingual Communication
- Editorial Leadership
- Project Management
- Crisis Communication
- Media Relations

Career Experience

Senior Director, TIDAL, New York, NY

2017 – Present

Manage and expand relationships with key industry stakeholders across record labels, media outlets, and independent artists to foster broad-reaching engagement and collaboration. Organize and facilitate artist interactions at the NYC office to discuss initiatives and promote album releases, focused on enhancing relationships and artist commitment to platform goals.

- Govern the introduction of new in-app features and campaigns, while communicating updates to industry partners and enhancing user experience across platforms.
- Curate and direct programming for the Latin genre, including artist integration in cultural campaigns like Latinx Heritage Month, to amplify genre-specific content and artist visibility.
- Initiate and secure partnerships with music and non-traditional entities, such as Mass Appeal and the New York Public Library, to increase product awareness and market penetration.
- Represent the brand as a TIDAL ambassador, contributing as a panelist at major industry conferences and through frequent interviews with top media outlets like *Rolling Stone*.
- Co-led the development of editorial content for TIDAL Magazine, collaborating in the creation and management of international content teams.
- Spearheaded the artist bookings for key concerts, including Made in America, and developed popular content series.
- Enhance engagement through a personal social media following of 20,000, leveraging it to promote and amplify editorial content and events.

Entertainment Director, Latina.Com/Latina Magazine, Latina Media Ventures, New York, NY

2012 – 2017

Developed and quality-assured interactive web features in coordination with design and tech teams, significantly improving user engagement on Latina.com. Led editorial initiatives for special projects and branded content, driving successful advertising partnerships and innovative content solutions. Produced entertainment videos and orchestrated celebrity social media takeovers, boosting follower engagement and expanding digital audience reach.

- Directed top-tier entertainment content for a leading women's media brand, managing a diverse editorial team and overseeing content across digital, print, and social platforms, achieving a readership of over 5 million.
- Secured and interviewed high-profile celebrities such as Bruno Mars and Jennifer Lopez for cover features, fostering strong relationships with influential publicists and enhancing brand visibility.
- Spearheaded record-setting web traffic increases for Latina.com, growing unique visitors by 803% and pageviews by 1054% through strategic content enhancements and team collaboration.
- Hosted live celebrity interviews on Facebook, engaging with significant cultural figures to discuss relevant entertainment and social issues, enhancing community interaction and content relevance.

Jesús Triviño Alarcón

Senior Interactive Producer, BET Music Shows & Specials, Viacom, New York, NY

2011 – 2012

Directed daily online content for BET's leading series "106 & Park," enhancing viewer engagement and digital presence, while leading a team of five. Developed weekly content plans and wrote copy for video segments, setting the editorial tone and voice for all music shows and specials on BET's digital platforms. Collaborated with the BET.com App team to innovate content strategies and secure essential assets, ensuring cohesive brand messaging across platforms.

- Orchestrated content production for high-profile specials including "Black Girls Rock!," "BET Hip Hop Awards," "Soul Train Awards," and "BET Honors," overseeing all editorial aspects.

Senior Online Editor/Social Media Manager, NuvoTV (presently Fuse), New York, NY

2007 – 2010

Crafted and edited a wide range of content including SEO-friendly headlines, interactive media, and marketing materials for more than 10 television shows. Developed and led the network's social media strategy, significantly increasing brand engagement on Facebook and Twitter, and established the role of Social Media Manager.

- Led editorial operations for a national English-language cable network aimed at a Latino audience, reaching over 30 million homes and managing all aspects of network content including SITV.com.
- Spearheaded three major online brand relaunches, implementing new editorial, design, and technical strategies to enhance digital presence.
- Played a pivotal role in orchestrating the award-winning "Crash the Parties" viral marketing campaign for the 2008 Presidential election, achieving a Webby nomination and winning the 2009 Cable Fax Award.
- Innovated viral promotional campaigns and managed significant content placements on major media outlets, driving audience growth and enhancing show visibility.

Career Note

Freelance Writer, Editor & Curator

Senior Editor, Scratch Magazine; Editor-In-Chief, Fuego Magazine | Harris Publications, New York, NY

Education

Bachelor of Arts in Journalism | Brooklyn College, Brooklyn, NY

Licenses & Certifications

Certificate In Screenwriting | New York University, New York, NY

McKinsey & Company Executive Leadership Program

Technical Skills

Microsoft Office; Airtable; Photoshop; QuarkXPress; HTML; Drupal 4-6; Google Hangouts; Zoom; Microsoft Teams; Sprout Social; Tableau; ThoughtSpot; Google Analytics; Chartbeat; YouTube; Garage Band; Brightcove; Basecamp; WordPress, TypePad and Tumblr; Chicago and AP styles, Figma, Instagram Reels, X Spaces, ChatGPT

Languages

English & Spanish

Affiliations

The Recording Academy

Honors & Awards

National Latino Leader Award Winner/National Diversity Council

Honored Listee for Marquis Who's Who

Webby Nominated