

# Juan Carlos Ríos

June – 13 – 1994

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Portfolio: <https://jcrios.portfolial.com/>

## Education

Bachelor of **journalism and mass media**

2013 – 2017 // ITESM CCM

## Experience

**Copywriter for Apple Music and Apple TV (MLS)**

Feb 2023 – Current // *Company Cue*

- Development of **written content for Apple Music's editorial strategy** in its Latin American vertical, and for Apple TV's sports based section, mostly focused on MLS.
- **Research work, editorial coordination and writing of longpieces and radio scripts** on relevant topics of the international music ecosystem.
- **Production of interviews** with prominent Spanish-language music artists, and subsequent writing in various formats (Q&A, written-through, track-by-track).
- Translation, edition and **localization of texts** produced in other latitudes.

**MKT Senior Growth Analyst DiDi Card**

July 2023 – Current // *DiDi*

- Create **communication strategies** based on channel management, marketing fundamentals and segmentation planning (**storytelling, creative concepts development, copywriting** and more regular tasks).
- Design, execute and analyze **campaigns focused on acquisition through the different stages of the demand generation funnel**, understanding customer behavior.
- Planning and writing **of newsletters, brochures, press releases** and communications for internal audiences (fintech team). Assistance in event organization: **activations, workshops, internal presentations**.
- Develop initiatives through work with stakeholders (BI, CX, Legal, PR, Partnerships), and through ownership of **data driven analysis, benchmarks, business cases, BRDs and a/b tests**.

## Past experience

### Branded content writer

December 2019 – December 2021 // *VICE+*

- Pitch creation for content development according to brand/agencies **PR strategies and its specific product campaigns.**
- Text content creation in **different journalistic genres** (interview, long piece, list, chronicle) **and themes** (sports, music, economy, identity, entertainment, tech, recreation, health).
- **Work made for:** Amazon, Nike, Coca-Cola, Disney, Volkswagen, Puma, Buchanans, Vans, Tecate, Indio, Bayer, Riot Games, Sico, PMI, Warner Bros, Amafore, Bepanthen.

### Huawei Music campaign manager

January 2020 – July 2022 // *HUAWEI Music*

- Planning and execution of **user acquisition, user engagement and user retention campaigns** and management, development and execution of **conversion funnel** strategy.
- **Full campaign development process:** objective-based planning, incentive analysis, creative idea, design request, budget application, legal consultation and T&Cs development, campaign configuration and testing, launching, monitoring and reporting.
- Configuration, testing, launching and reporting of **in-app promotional channels** and **external channels.**

### Head of Huawei Music Latin America

August 2022 – July 2023 // *HUAWEI Music*

- Editorial plan development based on **indicators, data, trends, conjuncture, events and seasonalities.**
- **Platform operation and curation of the interface** based on editorial plan (editorial columns, push notifications, content magazines, popups, etc.).
- **Playlist curation and playlist catalogue development** with emphasis on new releases and evergreen catalogue.
- Relationship with major and independent labels and distributors through **promotional plans and pitches** for new releases.

## *Past experience*

### **Content creator – Section coeditor**

September 2018 – December 2019 // *VICE – Noisey*

- **Generation of journalistic written contents** for the various VICE Latin America verticals, with special emphasis on Noisey, VICE's music channel.
- **Edition, correction, proofreading and publishing** of written contents made for Noisey by staff members and external contributors.
- Agenda coordination and full control of the vertical: **external pitches review, budget control, coverage commissioning, editorial plan, social media strategy**, etc.

### **Staff writer**

December 2017 – August 2018 // *Diario AS*

- **Creation of journalistic written contents** for the American (U.S. only) edition of *Diario AS* online.
- **Coverage of different sports** such as: football (U.S. and Central America leagues), basketball, MMA, hockey, baseball, among others.
- Generation of pitches and contents for Tikitakas, **the entertainment vertical of *Diario AS* online.**