

Juan Carlos Ríos

June – 13 – 1994

Mexico City

+52 55 1843 7446

jc9.rios@gmail.com

Education

Bachelor of **journalism and mass media**

2013 – 2017 // Tecnológico de Monterrey

Experience

Head of Huawei Music Latin America

August 2022 - Current // *HUAWEI Music*

Current main duties:

- Editorial plan development based **on indicators, data, trends, conjuncture, special dates and events.**
- **Playlist curation** and playlist catalogue development with emphasis on new releases and evergreen catalogue.
- Planning and execution of **user acquisition, user engagement and user retention campaigns** and management of **conversion funnel.**
- Relationship with major and independent labels and distributors through **promotional plans and pitches** for new releases.
- Data report and analysis for **strategic implementation** (both for editorial planning and campaign planning and execution) **focused on KPI's** as DAU, MAU, play times, play length, retention rate, gross and net revenue, memberships, etc.
- **Licensing negotiation with CP's** and development of **pricing strategy.**
- **Platform operation and curation of the interface** based on editorial plan (editorial columns, push notifications, content magazines, popups, etc.).

Past experience:

Operations manager

January – July 2022 // *HUAWEI Music*

Content creator – Section coeditor

2017 – December 2019 // *VICE – Noisey*

Branded content contributor

December 2019 – December 2021 // *VICE+*

Staff writer

January – August 2018 // *Diario AS*