

EDUARDO RUIZ.

Head of Video Ecosystem Strategy & Social-First Originals · TelevisaUnivision

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I lead video strategy for TelevisaUnivision’s **entertainment division in every market it reaches** (Mexico, the US Hispanic market and LATAM) across YouTube, Meta, TikTok, X, ViX and owned & operated sites, and advise on linear TV products. That includes a **team of 50+**, a 120M-subscriber YouTube portfolio and the day-to-day relationship with **YouTube, Meta and TikTok**.

+50% YOY VIDEO ECOSYSTEM GROWTH	50+ PEOPLE ON MY TEAM	×2 PLATFORM MONETIZATION	120M YOUTUBE SUBSCRIBERS	10+ SOCIAL-FIRST ORIGINALS
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EXPERIENCE. 2015 – NOW

MAY 2023 – NOW

Head of Video Ecosystem Strategy & Social-First Originals

TELEVISAUNIVISION

- Lead video strategy for the **entertainment division in every market TelevisaUnivision reaches** (Mexico, the **US Hispanic** market and LATAM) across **YouTube, Meta, TikTok, X, ViX** and owned & operated sites, plus advisory on linear TV products.
- Lead a **team of 50+ people** and the direct relationship with the partner teams at **YouTube, Meta and TikTok**.
- Within that scope, a **22-channel, 120M-subscriber** YouTube portfolio for **Univision, UniMás, Uninovelas**, Las Estrellas and more.
- **+50% year-over-year growth across the whole video ecosystem** in 2024 and 2025 through retention-led programming and packaging, and **2× monetization** through a creator-led programming model, mid-roll strategy and production aligned with commercial partnerships.
- **4 seasons leading the digital strategy of La Casa de los Famosos México**, the most-watched and most talked-about reality show in Mexican TV history: digital marketing and original recorded and live content for ViX and every social platform.
- **10+ social-first originals** launched across YouTube, TikTok, Instagram, Facebook and ViX; social data and analytics for **ViX Micro**, the vertical micro-drama bet, where I designed the A/B testing framework that set its creative and format baseline.
- My team clips and distributes the IP library across every digital window. Member of the internal AI adoption taskforce.

BRANDS Univision · UniMás · Uninovelas · Las Estrellas · La Casa de los Famosos México · La Rosa de Guadalupe · El Chavo del 8 · Juego de Voces · Tlnovelas · ViX Micro

JUL 2022 – APR 2023 **Head of Video Editorial**
TELEVISA UNIVISION

- Video editorial strategy for **35+ social accounts** and **5+ digital properties** across Mexico, the US and LATAM.
- Retention- and growth-led publishing frameworks that became the foundation of the ecosystem strategy.
- **Promoted in 9 months** to lead the full video ecosystem: YouTube, TikTok, Instagram, Facebook, X, ViX and O&O.

JUL 2020 – JUL 2022 **Video Producer / Content Creator**
TELEVISA DIGITAL

- Original content and a scalable clipping strategy for **35+ entertainment brands** that **doubled portfolio views**.

JAN 2020 – JUL 2020 **Video Producer**
VIX

- Video for **25+ social accounts** focused on LATAM and global celebrities; the role folded into Televisa Digital after the ViX acquisition.

SEP 2018 – JAN 2020 **Video Producer**
BUZZFEED LATAM

- Editorial and branded video for BuzzFeed Originals, Tasty and BringMe. **Co-launched BuzzFeed's first Spanish-language channels.**

2015 – AUG 2018 **Content & Events Producer**
EREGBE

- **Large-scale live events** with video mapping and real-time visuals for **GNP, Megacable and Talent Land**; festivals like Festival 212, Rock x la Vida and Fotosíntesis.

WHAT I DO

- Multi-platform video strategy: YouTube, Meta, TikTok, X, ViX, O&O
- YouTube strategy & monetization
- Platform partnerships: YouTube, Meta, TikTok
- Social-first originals & live
- Audience growth: retention, CTR, packaging
- Creator & talent programs
- Spanish-language ecosystems: Mexico, US Hispanic & LATAM

EDUCATION

Universidad de Artes Digitales
Audiovisual Production · 2011 – 2014

LANGUAGES

Spanish — native
English — fluent