

**Jose Manuel Espinosa García Dobarganes**

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**WORK EXPERIENCE****Televisa****Televisa Digital****Head of Content & Production**

**Aug 2018- to date**

- In charge of a 150+ person team that includes Digital Marketing, Video Production, Design, Digital Programming, Social Media and Content Development.
- Coordination of social media (FB, TW, IG & YT) and digital campaigns of 35+ entertainment brands owned by Televisa (productions, scripted shows, non-scripted live shows, free and paid television, and original productions).
- In charge of meeting and exceeding the goals of Video Views, engagement and monetization on Facebook; set a new record of 41.5 billion Video Views on the entertainment vertical during 2020, and grew monetization by +223% in H2 of 2020 compared to H2 of 2019.
- Responsible for achieving the 2nd place in worldwide social video views for Media & Entertainment with the [TLnovelas](#) FB page and 7th for All Creators category.
- Primetime Productions: Art direction and digital marketing of the entertainment primetime productions with interaction, photographic and video materials: [Imperio de Mentiras](#), [Vencer el Desamor](#), [¿Quién es la Máscara?](#) [Rubí](#), [Cuna de Lobos](#), [Inseparables](#), [Médicos](#), [Familias Frente al Fuego](#), [Cómo tu no hay dos](#), [La Usurpadora](#) among other projects.
- Responsible for building social into a major referral source and maintaining social traffic to the Entertainment sites between 50% and 70% for more than 17 months.

**Presidency of the Republic of Mexico****National Digital Strategy****Communication, media analysis, and digital strategies consultant**

**Dic 2016 - Aug 2018**

- 19S Earthquake: Digital communication through all the Mexican government's social media and collaboration with local governments to disseminate timely information on the earthquake of September 19. Collection of citizen information from social media to locate emergency points and identify needs in order to link them with Civil Protection Teams.
- [Marihuana Debate](#): Special research for the development of a proposal for citizen participation and for the introduction of the project at the UN by the President on the legalization of medical marihuana in Mexico.

- [Agenda 2030](#): Development of communication channels and design of the site of the National Progress Report on Sustainable Development Goals.
- Goblab: Analysis of public opinion through data for the priority projects of the National Digital Strategy and the Presidency of the Republic of Mexico.
- Digital communication strategies, communication with the press for priority projects such as [Agenda de Innovación Digital para Fenómenos Naturales \(Innovation Agenda for Natural Disasters\)](#), [Red México Abierto \(Open Mexico Network\)](#), [Acta de Nacimiento Digital \(Digital Birth Certificate\)](#), [Ciberseguridad \(Cybersecurity\)](#), [Prospera Digital \(Digital Prospera\)](#), [Gob.mx/participa \(participate in government\)](#), and [Política Nacional de Datos Abiertos \(Open Data National Policy\)](#).

**Office of the Mayor (Mexico City)**  
**Social Communication, CDMX Government**  
**Deputy Director for Special Projects**  
**2015-2016**

- Part of the digital communication, operations, and social network management team of the entire GobCDMX administration.
- Responsible for the project for image standardization and user experience (UX/UI) of all the [web pages](#) of the administration; development of web pages for special projects.
- Coordinator of the Visual Communication Strategy to standardize the image and message of all the departments of the Mexico City Government.
- In charge of the revision of the image and message implementation for the [official advertising](#) of the Mexico City Government and all its agencies.

**City Lab**  
**Mexico City Government**  
**Designer and pilot projects**  
**2014-2015**

- Visual identity of public and social innovation projects such as: [CDMX Open Government Platform](#), [CDMX Hackathon](#), Explorations for a Megalopolis, Proposed City, CDMX Code, Rooftop Sessions, among others.
- Identity and user experience planning for the Mexico City Procedures and Services Portal.

**OTHER PROJECTS**

**José Antonio Meade Presidential Campaign**  
**Independent Visual Communication Advisor**  
**2018**

- Creation and art direction of the digital image for José Antonio Meade's campaign. Coordination of the production of the digital graphic materials created throughout the campaign.
- Coordination of real-time creation of graphic materials in response to other candidates during each of the three presidential debates.

**SinDudas.mx**  
**2016**

- Personal project: Sindudas.mx development, project on a platform to geo-locate, through Open Data, HIV tests in Mexico City.

**STUDIES**

Centro de Diseño, Cine y Televisión  
Bachelor's Degree in Visual Communication  
Thesis: Communication platform for Mexico City as a brand.

**SKILLS**

- Professional English
- Basic French
- Basic web programming
- All Adobe software at professional level
- Writing and Creative Writing (2-year diploma)
- Data Viz