

# Javier Siriani



Strategic & Creative digital media executive with experience in video, online publishing and digital media content.

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Italian / Argentinian Citizenship

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## EXPERIENCE

### **Playmaker Fans / Futbol Sites, Remote — Head of Advertising Solutions**

OCT 2022 - PRESENT

Manage Ad Solutions team of 33 people. Branded Content Hub (Brand Lab), Client Services, Media Strategy, BI & Research. Sport Betting Products. Develop the commercial product and service strategy. I am responsible for overseeing all the projects based on advertising, and the digital portfolio across the portfolio of brands. Latam (Included Brazil) Our mission is to be the Center of excellence for ad digital content experiences, connecting with fans through powerful storytelling.

### **Pontifical Catholic University of Argentina, BA — Professor**

MAY 2013 - PRESENT

Professor in the department of Advertisement Communication, Digital Communication and Marketing. Subjects: Media Planning, Media, Management Content and Innovation Marketing.

Faculty Member: La Sabana (Colombia) - Seasonal.

### **La Nacion, BA — Lead Commercial Digital Development**

JUL 2020 - OCT 2022

· Lead digital ads and digital verticals initiatives in LN.com.

· Manage the LN digital's portfolio for Ad Sales / Advertisers and the Digital Revenue budget (CPM, CPC, Sponsor, AVOD, email marketing, emerging platforms). Development, management and implementation of the digital business and the opportunities from digital advertising. Optimization and competitor analysis. Develop and implement digital project cross areas: the Digital Newsroom, Commercial Planning, Commercial Executives, Marketing, Developers, Advertisers and Agencies. Collaborate in digital transformation of the company.

### **Popckorn, BA — Founder / Chief Photographer**

DEC 2010 - JUN 2022

Lead the project (5 people). The mission is to communicate stories through smart content. Main role is to expand and strengthen the power of real-time storytelling, encouraging digital artists.

Our mission is to communicate stories through mobile photography. Our role is to expand and strengthen the power of real-time storytelling, encourage digital artists, provide a space for meeting, discussion and sharing knowledge on this new photography paradigm. Based on mobile photography, explore the world through the lens of mobile phones. Capturing, editing and sharing moments as they happen.

- We developed the first Mobile Photography Gallery and Festival in Argentina and Brazil - FoLa (Fototeca Latinoamericana, Argentina) and MIS (Museum of image and sound, Brazil)

- We develop Digital Workshop ad hoc for brands (E.g Adidas, Editorial Perfil, Google, Samsung, FWTV, Turner Broadcasting Latin America)

- We develop Popckorn Labs, boutique agency: Marketing solutions for brands. We create digital and content strategies and implement them in social networks and mobile apps, community management, social media listening, digital content production and activations BTL interactive.

### **ViacomCBS, BA — Multiplatform Manager**

APR 2016 - JUN 2020

Lead the multiplatform programming content for Comedy Central, MTV and Paramount Network. Develop the content strategy for all non-linear platforms. Emphasis on the utilization of data, analytics, and technology to create and execute programming strategies. Work closely with the Programming Team's to understand and implement digital and emerging platforms strategies. (Windowing Strategies).

Launched PlayPlex (TVE App solution) for Viacom Americas. +400K Monthly Authenticated Subs for MTV Play and CC Play.

Development, management and implementation of programming & marketing strategies for Non Linear Platforms: FVOD, SVOD, Parity, You Tube Channel, Facebook, CC / MTV Play APP and CC, all AddONS in 3rd parties channels and all O&O sites.

Responsible for the Live Streaming transmission for MTV / CC in LATAM + Brazil.

Lead strategic process to create content, engagement, build audiences, Q&A, time management, and reach across platforms. Live Streaming Events in Social Media.

### **Telefe, BA — Digital Products (YouTube Responsible)**

NOV 2015 - APR 2016

Responsible of UPlay Networks (MCN) & YouTube content strategy. Short forms contents: production & curation.

### **Turner Broadcasting System, BA / BR — Digital Product Manager**

NOV 2010 - NOV 2015

Develop and manage digital content roadmaps and production processes to ensure availability of content for network programming and marketing events as well as for sale through digital distribution channels. Manage third party content development and distribution partnerships. This role was in the Business development Team. The activities extend across different departments, including sales, marketing, project management, product management and vendor management, networking, negotiations, partnerships, and cost-savings efforts are also involved.

## ABOUT ME

Magister in Content Management, graduated in Advertising and Institutional Communication & Photographer. Specialized in New Media, Digital Transformation and Digital Strategy. I am also Professor in Communication, Media & Marketing at Pontifical Catholic University of Argentina. My research expertise includes digital/ mobile media consumption, branding, and strategic management in emerging media / communications industries.. My current studies include A.I. in media, media brand trust assessment, media transformation, audience engagement conceptualization/ measurement, mobile media content development and marketing and cross-platform audience behavior.

Regarding my professional experience, I worked either in product or content side with goals in maximizing sales, revenue, market share and profit margins. Explore new growth opportunities systematically in any part of the customer journey, from awareness through marketing to brand ambassadors by optimizing the product.

I am one of the early pioneers and leading artists of the Mobile Photography revolution in Latin America since 2010.

My aim is to continue developing my skills and knowledge, always looking for new opportunities and experiences. I base all my work in the art of telling a good story.

## CERTIFICATIONS

### **Drive Advertising Revenue with Google Ad Manager**

Google (2020)

### **Spotify / Twitch / Twitter / EA / Waze / LinkedIn Certification**

IMS (2016)

### **YouTube Certification**

Audience Growth (2015)

### **BA Emprende**

Startup Course (2014)

### **Executive Program Finance**

Universidad Di Tella (2013)

### **Singularity University Silicon Valley**

"Inspiring the Future" (2013)

**The Walt Disney Company, BA — *Content Distribution Coordinator***

MAR 2008 - NOV 2010

Manage the relationship between production team and commercial team. Manage the WAP portal and all the mobile content for all the Disney's brands in Latin America. Work with the studio in Burbank to develop the right content for our region.

**Claxson / Playboy TV Latam & Iberia, BA — *Mobile Producer***

DEC 2006 - MAR 2008

Mobile Production. Coordinator of indoor and outdoor resources; content supervision and approval; management of the relationship with key carriers and partners; and identification of "best sellers" mobile contents.

**EDUCATION**

**Austral University, BA — *Master in Management Content***

MAR 2010 - DEC 2011

**Pontifical Catholic University of Argentina, BA — *Postgraduate in Digital Business***

MAR 2021 - DEC 2021

**Pontificia Universidad Católica Argentina, BA — Degree in *Advertising & Institutional Communication***

MAR 2002 - DEC 2006

**Motivarte, BA — *Postgraduate in Latin America Photography***

MAR 2018 - DEC 2018

**Escuela Argentina de Fotografía, BA— *Photographer***

MAR 2007 - DEC 2009

**KEY SKILLS**

Digital Strategist - LATAM Media Expert - Product Development - P&L - Leadership - Team Development & Management - Content Growth - Experience in TV and Digital Media - Mobile Advertising - CTV Advertising - VOD Ecosystem - Marketing

**LANGUAGES**

Spanish (Native)

English - (Professional)  
Level Upper Intermediate 2 (B2). Hampstead  
School of English (2006)

Portuguese - Level Beginner  
(2015, In Company)