

KISAI PONCE

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EXPERIENCE

Thrillist, Vox Media

Director of Audience Development and Social Video

NEW YORK

April 2020 – December 2024

- Led a team of ten focused on audience growth, loyalty and paid strategies, and content creation across social media platforms (IG, FB, X, TikTok, Snapchat, YouTube, Pinterest, Reddit, and Threads), as well as editorial SEO, newsletters, sponsorships, affiliate commerce, video production, podcasts, analytics, influencer marketing, and syndication to build a community of readers both on and off the site.
- Worked closely with the editor-in-chief to develop editorial, social media, video, and newsletter strategies and content calendars, achieving our highest traffic day, meeting KPIs, and winning a James Beard Award. Additionally, I wrote articles for Thrillist and Eater.
- Led a video team of four in producing compelling organic and sponsored content, including short- and long-form videos for brands.
- Developed and executed a social and video strategy that increased followers and engagement by 90% on TikTok and Instagram.
- Launched and managed the daily user journey and content of four newsletters, sustaining a 1MM+ subscriber base and healthy CTOR.
- Spearheaded editorial SEO strategy, driving a 57% increase in search traffic and 80% growth in Google Discover visibility through targeted content planning, optimization, and reporting using Google Search Console and Conductor and team best practices training.
- Analyzed data metrics to meet KPIs, presented performance reports, and influenced content strategies for growth and monetization.
- Co-chaired the Latine ERG at Vox Media, working closely with CEO Jim Bankoff as my advisor.

iOne Digital

Senior Manager, Audience Development

NEW YORK

2017 – 2020

- Led audience strategies for MadameNoire.com, NewsOne.com, HelloBeautiful.com, and Bossip.com, driving growth through acquisition (SEO, social media, and affiliate), conversion (SEM, paid social, and partnerships), and retention (newsletters, videos, podcasts, and sweepstakes), achieving a 56% increase in organic traffic, an 80% boost in social media engagement, and a 70% rise in email traffic.
- Created content and generated performance reports for platforms like Apple News, Facebook, Google, Snapchat, YouTube, Instagram, Pinterest, Twitter, and Flipboard, presenting data-driven insights to leadership and editorial teams to optimize strategy.
- Developed partnerships, including a successful collaboration with BlackPlanet.com and Solange's 'When I Get Home' album launch.

Brooklyn Magazine

Digital Account Executive

NEW YORK

2017 – 2018

- Created content to elevate brand visibility and engagement across multiple platforms—including Facebook, Pinterest, Twitter, YouTube, Snapchat, Instagram, newsletter, and SEO—by developing and executing data-driven content strategies that increased audience reach, follower growth, and conversions.
- Achieved 100% of revenue goals through editorial content, social media, sponsorships, and experiential sales for key products: Brooklyn Magazine, Northside Festival, Summer Screen, and Taste Talks.

EDUCATION

UNIVERSITY OF PUERTO RICO

BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS

SECOND MAJOR IN MODERN LANGUAGES: FRENCH AND PORTUGUESE

RIO PIEDRAS, PR

2009 - 2013

CATHOLIQUE INSTITUTE OF PARIS

FRENCH LANGUAGE AND CULTURE PROGRAM

PARIS, FR

2012

UNIVERSITY OF COIMBRA

PORTUGUESE LANGUAGE AND CULTURE PROGRAM

COIMBRA, PT

2013

AWARDS & SKILLS

Awards: James Beard Award: Innovative Storytelling, 2023 . Webby Award: People's Voice Websites and Mobile Sites, Travel & Lifestyle, 2021. Webby Award: History of Video Series, 2021. iHustle Award: iOne Employee Recognition Program, 2019. SME Digital Innovation Award

Skills: Empathetic leader skilled in problem-solving, management, and collaboration . Strong communicator with clean writing and organization . Highly analytical, data-driven, and nimble in creative thinking . Proficient in Adobe Premiere, TikTok Editor, CapCut, Later, DashHudson, Parsely, Google Search Console, Excel, Chartbeat, Google Analytics, Looker, Sailthru, Moz, Conductor, SEMrush, Google Data Studio, and more.

Languages: English, Spanish, French, and Portuguese.
