



# Javi Ivànyez

## Video producer

*Creative, bold, open, with capacity to lead and to achieve objectives.*

### Professional experience

#### **Founder and concept creator - Eh! Universo Media** *Paris (FR), Guadalajara (MX), 10/2017- to present*

- Brand and concept creator.
- Media 100% Facebook, 100% video, 100% mobile
- 3 thematic: Eh! (politics), Oh! (cinema), Ha! (viral)
- + 370K followers in 3 months.
- + 70M videos viewed.

#### **Video Development Manager - meltygroup** *Paris (FR), 09/2016- 12/2017*

- In charge of the advancement and creation of new video formats.
- Manage a team of 5 video editors
- 13 new video formats created / 6292% growth of videos viewed in 6 month.
- Testing new video creation tools: Wibbitz and Wochit, managing a team of 15 video journalists.
- Benchmarking analysis

#### **Deputy editor in chief - meltygroup** *Paris (FR), 02/2015-09/2016*

- Deputy editor in chief of melty.es
- 3M visitors / 4,6M unique visitors / 11,3M pageviews (Analytics April 2016)
- Strategy and coordination of a team of 19 journalists.
- Social Media Management (Facebook, Twitter, Snapchat, Instagram...)
- Referencing SEO / Google Analytics
- Person in charge of videos in spanish of meltygroup

#### **Desing and layout - Üalà Magazine** *Alicante (SP) 02/2013- 03/2015*

- Person in charge of the editorial contents for Üalà Magazine:
- Design and layout of the printed publishing.
- Photo and video.



### Other jobs and collaborations

**Tv journalist - Mediapro / Canal + / RTVV / TvA** (Spain, 2011-2015)  
**Video producer - MusicAlacant** (Spain, 2012- 2013)

### Academic formation

**Masters degree in Audiovisual Content and Formats**  
UNIVERSITAT DE VALÈNCIA (Spain, 2013-2014)

**Bachelor's degree in communication**  
UNIVERSIDADE DO PORTO (Portugal, 2009-2010) / Erasmus

**Bachelor's degree in journalism**  
UNIVERSIDAD MIGUEL HERNÁNDEZ (Spain, 2005-2010)

### Other

Musical career: #composer #singer #guitar #piano  
I was in a music band from 2002 to 2014  
(+300 concerts / 6 albums published)  
#Sports #Travel #Photos #Friends





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/Javilvanyez

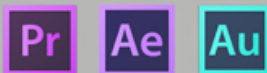


### Languages

Spanish     ● ● ● ● ●  
French        ● ● ● ● ●  
English       ● ● ● ● ●  
Portuguese   ● ● ● ● ●  
Catalan       ● ● ● ● ●



### Tools



### Personal Qualities

Creative, teamwork, leadership, extrovert, responsible, competent, well-organized, facility in solving problems under pressure, avaiiability to travel.