

Joel J. Palacios

Music industry professional experienced in Music and Content Promotion, Cultural and Audience Intelligence, and Commercial Partnerships across the Latin music ecosystem. My work is grounded in delivering best-in-class audience experiences while supporting artists at every stage of their lifecycle through artist positioning, branding and storytelling, and global go-to-market strategies. Informed by a deep understanding of streaming platforms and audience behavior, I am driven by a commitment to fueling and developing Latin music culture and shaping the next generation of fandom.

CONTACT

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EDUCATION

BBA, MARKETING
Florida International University

CORE COMPETENCIES

- Artist & Market Positioning
- Go-to-Market Strategy
- Content Strategy & Programming
- Influencer & Cultural Marketing
- Label & Artist Relations
- Commercial Partnerships
- Integrated Media Strategy & Execution
- DSP & Platform Strategy
- Data Analysis & Performance Insights

SOFTWARE SKILLS

- **DSP & Artist Platforms:** Spotify for Artists, Apple Music for Artists, YouTube Studio & CMS
- **Ad & Marketing Platforms:** Google Ads, Meta Business Suite, TikTok Ads Manager
- **CRM & Sales Tools:** Salesforce, HubSpot
- **Project Management Tools:** Wrike, Jira, Monday
- **Presentation & Reporting:** Keynote, Tableau

PROFESSIONAL EXPERIENCE

Google (Contract)
Music & Content Promotions Manager - YouTube Music | July 2023 - Present
Miami, FL

- Contribute to programming strategy across YouTube Music, Living Room, Shorts, and /Music, leveraging cultural trends and audience intelligence to shape promotional direction across Música Mexicana, Latin Pop, Reggaeton, Latin Hip Hop and R&B, and General Market, improving content positioning, discovery, and audience engagement
- Serve as lead programmer and primary point of contact for YouTube Shorts' Featured Section for Latin music, partnering with product and marketing teams to support beta testing through in-market launch and ongoing optimization, enabling adoption and increased content engagement across priority audiences
- Manage end-to-end programming lifecycles across on-platform surfaces and playlist ecosystems, aligning with label release strategies and partner priorities to maximize content visibility and impact
- Leverage internal BI tools and market data to analyze audience behavior and cultural trends, providing actionable insights that inform programming and partner strategies across Latin markets, grounded in a deep understanding of streaming ecosystems across both subscription and ad-supported models
- Develop and launch new playlist formats and programming initiatives tailored to priority Latin audiences, including artist-led "Presenting" formats and genre-specific playlists such as *Afro Sonidos*, *Pop México*, *Éxitos Pop*, *Las Más Pop*, and *R&B en Español*, addressing gaps in content offerings and enhancing content discovery and user experience
- Assess content performance across YouTube's multi-format ecosystem, applying data-driven insights into how short-form, long-form, and live experiences drive discovery and deepen fan engagement, to inform programming decisions and content positioning across Latin markets

Culture Currency Agency
Founder & Operator | Feb 2022 - Present
Miami, FL

Founded and operate a music marketing & artist development agency, leading culturally-driven campaigns, strategic partnerships, and artist growth across Latin music

- Lead campaign strategy and execution for emerging and established artists, aligning brand narrative, influencer marketing, and DSP visibility to expand audience reach and deepen fan engagement, supporting talent such as Anuel AA, Lunay, Bryant Myers, Venesti, Chanell, and Eva Ruiz
- Develop and advance partnership opportunities across artists, brands, and platforms, originating and pitching concepts for cultural activations and campaigns, and cultivating relationships with key partners including Red Bull, Visa, Verizon, and LiveNation
- Built and operated a full-cycle label function for House of Hits Latin, structuring cross-functional teams, managing marketing strategy and budget, sourcing and negotiating vendor and partner relationships, and leading distribution and DSP relations
- Advise artists and teams on YouTube platform strategy and channel optimization, shaping content rollout across Shorts, long-form, and community formats while aligning release planning, visual storytelling, and monetization strategies with platform features and eligibility for key partner programs

Spotify (Contract)
Commercial Label Partnerships, Accounts Manager - Music (LATAM) | Aug 2022 - July 2023
Miami, FL

- Led partner communications and rollout for new Music Advertising products across LATAM, onboarding labels and licensors and driving early adoption across key markets
- Partnered with labels and licensors to execute paid media campaigns supporting key releases, playlist growth, and artist development initiatives
- Managed campaign activation and performance in collaboration with cross-functional teams, identifying and closing incremental revenue opportunities that contributed to over \$10M in second-year revenue for a new business division
- Analyzed campaign performance and synthesized insights for labels and licensors, informing account-level strategy and business decisions, while delivering partner feedback to product teams to shape the evolution of music advertising formats and tools

VOLUNTEER & INTERNSHIP EXPERIENCE

Warner Music Group
Digital Accounts Intern
May 2017 - July 2017

Kobalt Music Publishing
Creative Intern
November 2016 - December 2016

Recording Academy
GrammyU Volunteer Speaker
April 2023

INDUSTRY ENGAGEMENT

- Participate in artist and label listening sessions alongside Strategic Partner Managers, representing the programming perspective and contributing to content positioning and release readiness
- Contribute to cross-functional discussions supporting artist promotion, release alignment, and content strategy across priority projects and releases
- Collaborate with artists, labels, and internal teams to support release execution and broader content initiatives across YouTube Music and related platform surfaces

LANGUAGES

- English (Native)
- Spanish (Fluent)
- Portuguese (Intermediate)
- French (Beginner)

PROFESSIONAL EXPERIENCE

Sony Music Latin
Digital Accounts Manager | Sept 2020 - July 2022
Miami, FL

- Drove new business and partnership initiatives to expand artist exposure and commercial impact, contributing to 12% and 21% year-over-year growth across consecutive fiscal periods
- Managed execution of artist campaigns across digital accounts, partnering cross-functionally with marketing and production teams to align label priorities with streaming partners and maximize release performance across DSPs
- Led programming and content strategy across Filtr Latin playlists, curating and refreshing content to support key releases and improve artist visibility across priority audiences, contributing to increased consumption across priority campaigns
- Analyzed audience behavior, artist trends, and consumption data to inform strategic recommendations, optimizing artist positioning and content performance across platform surfaces
- Executed multi-channel content and campaign initiatives, including artist-led content, branded playlist integrations, and festival activations to support artist growth and engagement

Influor (Freelance)
Music Partnerships | Jun 2023 - Present
Miami, FL

- Develop and manage a sales pipeline for new business across the US market, leading client acquisition from initial outreach through campaign execution, contributing to over \$350K in revenue generation across new business initiatives
- Originate and execute partnership opportunities across brands and agencies, collaborating cross-functionally to develop RFP responses and go-to-market strategies that support successful campaign delivery and long-term client relationships
- Build and present strategic proposals and campaign insights to prospective and existing partners, supporting activations tied to major cultural moments including F1 Miami, Super Bowl, and brand campaigns with e.l.f. Cosmetics
- Onboard and manage relationships with new business clients, including Roc Nation, Sony Music, Maxwell Agency, La Familia, and CINQ Music, ensuring successful campaign rollout and continued partnership development

Publicis Sapient
Digital Media Planner | Aug 2019 - Sept 2020
Miami, FL

- Conducted industry research and performance analysis to develop business intelligence insights, informing strategic recommendations for key client accounts including AutoNation
- Developed and executed lead-generation integrated media strategies across programmatic and paid social campaigns, aligning media plans with client objectives
- Leveraged first-party and third-party data to build audience segments and translate strategy into cross-platform campaign rollout, optimizing performance against defined KPIs
- Monitored campaign performance and implemented data-driven optimizations, achieving 5% year-to-date cost efficiencies
- Built and presented monthly and quarterly performance reports to internal and external stakeholders, translating campaign insights into actionable recommendations

Zimmerman Advertising
Jr Media Planner | Sept 2018 - July 2019
Fort Lauderdale, FL

- Developed, presented, and executed paid media plans for existing and new business clients, including Spirit Airlines and Peroni, aligning strategy with campaign objectives and performance goals across channels
- Conducted market research and competitive analysis using media tools to inform planning strategies and optimize campaign effectiveness
- Managed campaign budgets across channels, ensuring alignment with weekly spend targets and efficient allocation of media investment
- Supported development of creative marketing concepts for new business initiatives, contributing to campaign ideation for new business clients including Snapple (Lil Nas X) and Planet Fitness