DD&T — WEEKLY REPORT

Digital, Data & Technology
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Group: Digital ☒ Data ☐ Technology ☐ Creative Pod ☐
Week ending: Nov 7 – Nov 13, 2026 (Saturday–Friday)

1 · This week in one paragraph:

During November 7–13, I coordinated and worked on digital campaign requests, newsletter placements, contests, landing pages, playlist maintenance, and HappyFox administration across SBS and LaMusica properties. Digidea activity included the November Lower East Side Credit Union request and Potamkin Hyundai email campaign, with ongoing ticket correspondence. For campaign production, I worked on Salsa y Romance landing-page/artwork and Dando Gracias Tour landing-page requests, as well as associated landing-page and contest-form work for Silvestre Dangond and Christmas Wonderland. Newsletter activity covered Ford La Caravana, Christmas Wonderland, Silvestre Dangond, and Cubatonazo house-account and sponsor placements, including Wilian Diaz Jewelry, Risa Travel, Potamkin Hyundai, Coditos, and Fix Up Roofing. I also addressed WRMA-FM Cubatonazo website asset updates and playlist Updates for New Music Friday, Cubaton, Reggaeton VIP, and Carrion Sponsored Playlist. Push notifications were sent out for each update. Administrative activity included a HappyFox user-cleanup. I assisted to the Coditos contest-winner selection request, providing a file identifying five semifinalists for their review and they were selecting the winner at a Live event. Finished the Audience notification emails clean up. My calendar also reflected four cross-functional meetings: troubleshooting winner selections with Ahmed (Nov 9); coordinating the Digidea Accelerant newsletter buy with Mercedes and Flow (Nov 10); the Weekly Development Call (Nov 11); and discussing Cubatonazo contest giveaways with Sales and Promotions (Nov 13). Multiple ticket status updates were recorded during the week; final publication, delivery, and closure remain subject to the individual ticket records in Happy Fox.

2 · Open items

• Digidea: confirm the next steps and final delivery status of the Lower East Side Credit Union November request and Potamkin Hyundai email campaign on Accelerant, both of which are pending artwork approval from client
• Campaign assets and contest setup: verify final links, artwork, and go-live status for Salsa y Romance Campaign
• Newsletter placements for next week: Ford La Caravana, Christmas Wonderland, Silvestre Dangond, and sponsor newsletter placements.

3. Next Week

• Follow up on the Digidea Accelerant newsletter discussion with Mercedes, along with the Lower East Side Credit Union and Potamkin Hyundai digital requests.
• Continue work on active landing pages, contest forms, artwork, and newsletters for Salsa y Romance, Silvestre Dangond, confirm links and planned publication dates with sales.
• Continue station newsletter placements and Ford La Caravana campaign Ep3 coordination.
• Keep recurring playlists current

4. Open Issues

• Continue the Newsletter promotion of the next episode for Ford Series La Caravana
• Continue the follow up on the Digidea orders.

5. Suggestions

• Talk we Ramim to go over ideas to help manage playlists better on the CMS.
• Continue discussing opportunities to streamline HappyFox routing and its relationship with Jira/WideOrbit workflows for sales, while retaining clear ownership and an audit trail.