Social Media & Digital Content Portfolio

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For over one year, I have worked as a data-driven content creator for **Once Noticias**, the main public television news channel in Mexico. During this period, I have focused on producing political and public policy content grounded in data, maps, and visual analysis, including data visualization, short-form videos, and animated explainers.

While Once Noticias is a general news outlet, my arrival to the team marked the systematic integration of data-driven visual content into its social media strategy. This approach contributed to strong audience engagement by presenting complex topics such as political violence, security, elections, protests, territorial inequality, and public policy in clear and accessible formats adapted to platforms including Instagram, X and YouTube.

Social Media Account

Once Noticias (Public Broadcaster – Mexico)

Platforms:
Instagram, X, TikTok, YouTube

Role:

- Analysis and interpretation of quantitative and geospatial datasets
- Design and production of data visualizations, animated maps, and graphic explainers
- Scriptwriting for short-form, data-driven video content
- Editing and production of videos tailored to social media platforms
- Translation of complex analyses into clear, audience-focused narratives
- Collaboration with journalists and editors to ensure accuracy, context, and editorial consistency

Main thematic areas:
Political violence, security, elections, protests, territorial inequality, public policy, and resource governance.

Note: The posts included here were originally published in Spanish. English-subtitled versions are available by clicking on the images.

Post 1 – The Water Lords: How Water Concessions Are Concentrated in Mexico

Platform:

Link Instagram:
https://www.instagram.com/reel/DR0yh-7Eahe/?igsh=MTh4bWhsdWkyZmhmbg%3D%3D

Link X:
https://x.com/OnceNoticiasTV/status/1996406604682449385?s=20

Topic: Mapping the Concentration of Water Concessions

Format: Short-form video combining animated maps, charts, and explanatory text.

Data sources:
• REPDA (Public Registry of Water Rights, Mexico)
• INEGI (National Institute of Statistics and Geography, Mexico)

Tools used: Adobe After Effects, Adobe Premiere, Python, QGIS, Flourish.

What this post demonstrates:
• Data cleaning and integration across multiple official sources
• Application of spatial analysis to identify structural patterns in water governance
• Translation of technical findings into accessible visual formats

Click on the image to view an unlisted video with English subtitles, shared for review purposes only.

Post 2 – Territorial Change in Palestine Since 1948: A Historical Overview

Platform: Instagram

Link IG:
https://www.instagram.com/reel/
DPk3VkgDvyI/?igsh=MThsOGx2OG01d21kOQ==

Topic:
Historical changes in territorial control and boundaries in Palestine from 1948 to the present, contextualized within successive conflicts

Format:
Map based short-form explainer video using historical cartography and timelines

Data sources:
• Historical boundary and territorial datasets
• Conflict and geopolitical reference data from publicly available sources

Tools used:
QGIS, Adobe Illustrator, Adobe After Effects, Adobe Premiere

What this post demonstrates:
• Ability to synthesize complex historical and geopolitical processes into clear visual narratives
• Use of cartography to explain long-term territorial change
• Strong visual storytelling grounded in historical and spatial accuracy

Click on the image to view an unlisted video with English subtitles, shared for review purposes only.

Post 3 – The Avocado Belt: Violence and Territorial Control in Michoacan

Platform: Instagram

Link IG:
https://www.instagram.com/reel/DQvO4-kDHOi/?igsh=MXVhbWxibm92cXl0dg==

Topic:
Spatial overlap between avocado production zones and recorded violent incidents in Michoacan, Mexico

Format:
Short-form video combining animated maps, charts, and contextual text

Data sources:
• Conflict event data from ACLED
• Agricultural and territorial data used to delineate the avocado production belt

Tools used:
Python, QGIS, Adobe Illustrator, Adobe After Effects, Adobe Premiere

What this post demonstrates:
• Integration of conflict event datasets with original spatial analysis
• Identification of geographic overlap between economic activity and violent incidents
• Use of geospatial methods to contextualize patterns of political violence
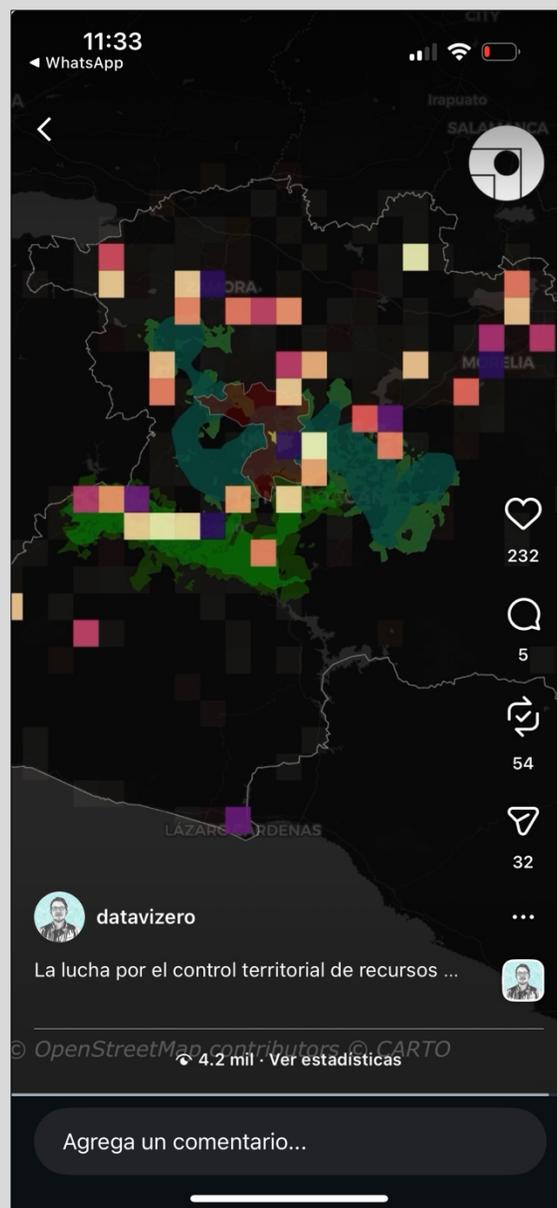
Post 4 – Military Deployment and Rising Tensions in the Caribbean Near Venezuela

Platform: Instagram

Link IG:
https://www.instagram.com/reel/DQF0_zkDhip
/?igsh=MXYycTJ6MTFyNHhpcQ%3D%3D

Topic:
Regional tensions in the Caribbean following the
deployment of United States military forces near the
Venezuelan coast.

Format:
Short-form video combining maps, timelines, and
contextual explanatory text.

Data sources:
• Open-source information on military deployments and
official statements
• Geopolitical and geographic reference data for the
Caribbean region

Tools used:
QGIS, Adobe Illustrator, Adobe After Effects, Adobe
Premiere

What this post demonstrates:
• Ability to contextualize military deployments within
regional security dynamics
• Use of cartography to explain strategic geography and
areas of tension
• Translation of complex geopolitical developments into
accessible visual formats

Post 5 – Protests in the United Kingdom During the Visit of Donald Trump: On-the-Ground Coverage and Political Context

Platform: Instagram

Link IG:
https://www.instagram.com/reel/DPCNZs
PgSrN/?igsh=NzMycndiZWh0aXRk

Topic: Public protests during Donald Trump's visit to the United Kingdom, documented through on-the-ground coverage and contextualized within broader political debates.

Format: Short-form video combining original field footage, maps, timelines, and contextual explanatory text

Data sources:
• On-the-ground observations and visual documentation
• Open-source reporting on protests and official visits
• Diplomatic and political reference data on international recognition of Palestine

Tools used: Adobe Illustrator, Adobe After Effects, Adobe Premiere

What this post demonstrates:
• Experience conducting on-the-ground coverage of protest events
• Ability to integrate field reporting with data-driven and contextual analysis
• Responsible framing of demonstrations and sensitive foreign policy issues

Click on the image to view an unlisted video with English subtitles, shared for review purposes only.

1:36

oncenoticias.digital

Datos y video:
Baruch González Sanginés

2,592

60

264

129

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157 países reconocen a #Palestina como …

Agrega un comentario…