Yosi Haras.

Head of Social | Social, Content & AI Video Specialist

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PROFILE

Head of Social with 7+ years building social, video and community engines for media and fintech brands. I lead writers, freelancers, hosts and editors across markets, create podcasts and daily live shows, write scripts, cut video, present on camera, and use AI to produce content faster. Native Spanish and English, professional Hebrew.

EXPERIENCE

Head of Social
Feb 2024 – Present

Empire Media Network (FXEmpire) · Fintech media

- Grew the FXEmpire YouTube channel from 96.9K to 135.2K subscribers (+40%) between Feb 2024 and Oct 2026.
- Own end-to-end social strategy for YouTube and X, the brand's hero platforms, plus LinkedIn, Instagram and Facebook, and led the branding of all FXEmpire social channels.
- Created The FXE Podcast and executive-produce it with outside guests and in-house authors to build SEO and reputation.
- Created the daily livestreams and produce a sponsored daily market-forecast series, owning production from script to final cut.
- Lead a YouTube educational trading series and scale AI-assisted short-form video across all platforms. Direct a video host and a video editor, and write and edit scripts and cut video myself.
- Built the r/Market_Forecasts subreddit from zero into an active trading community.
- Run an X author-amplification program that grows reach and reputation for FXEmpire writers.
- Built an AI workflow: Claude for content maps, ideas, scripts, editing and motion graphics, ElevenLabs for narration.

Creative Manager
Feb 2023 – Dec 2023

Shinez.io · Multi-brand B2C portfolio

- Owned paid social and monetization strategy across the portfolio, promoting articles and driving traffic and revenue to Shinez domains.
- Wrote Facebook ad titles and captions per brand and benchmarked them against competitor ads to find revenue gains.

Social Media Manager & Content Editor
Dec 2018 – Jan 2023

Minute Media · 90min Spanish

- Owned social growth strategy and content planning across social and web for the Spanish-language football brand, including live coverage of major global events.
- Supervised video production and real-time responses to trending topics, and coordinated marketing campaigns.
- Led a team of five writers and three freelancers across Latin America.
- Appeared on camera for the brand's video content.
- Published on Instagram, Facebook, TikTok, YouTube and X, with shared playbooks across England, Spain, Argentina and Mexico.

Earlier experience
2015 – 2018

- **Youth Educator & Trip Leader (Madrich), Hanoar Hatzioni** (2018–2019): Led four groups of 18–19 year olds. Designed educational activities and trips, and coordinated transport, travel and accommodation. Stayed with the groups on the road and handled emergencies, including hospital visits.
- **Sales** (2015–2017): Sold ad spaces for Polanquito Magazine, then sold imported tech products in Mexico City.

SKILLS & TOOLS

Strategy: Social Growth, Community Building, Creator and Amplification Programs, Sponsored Video Production, Analytics and ROI Measurement

Production: Scriptwriting, Video Editing, Podcast and Livestream Production, On-Camera

Platforms: Meta Business Suite, YouTube Studio, X Pro, Vista Social, Hootsuite, Reddit

Creative & AI: Claude, GPT Image Generation, ElevenLabs, AI Video and Motion Graphics, OpusClip, HeyGen, Canva, Figma, Adobe Suite, CapCut, CMS

People: Team Leadership, Freelancer Management, Cross-Cultural Collaboration

EDUCATION

IEBS Business School
Postgraduate in Social Media Management, 2022–2023

LANGUAGES

Spanish: native
English: native
Hebrew: professional proficiency