

# CineSalon Agency Adds Henrique Weirich To Scale Their Social First Marketing Services

*Post production specialist for some of the biggest talents on YouTube joins CineSalon to scale their social first marketing services.*

WASHINGTON, DC, UNITED STATES, March 4, 2025 /EINPresswire.com/ -- [CineSalon](#), a social first video production agency, is taking its service offerings to the next level with the addition of [Henrique Weirich](#), post production specialist for some of the biggest talents on YouTube. He possesses a magic touch for creating content that truly resonates with audiences.

Weirich, who hails from Brazil, isn't your average video editor—he's an engagement architect. His work has generated 100s of millions of views across Instagram, TikTok, and YouTube.



Henrique Weirich of CineSalon



CineSalon; the industry standard for corporate video production

"He has that rare ability to understand what keeps people watching and what drives them to share. By seamlessly blending compelling storytelling with the rapid pace of digital media, he's become a genuine powerhouse in the social content space. Henrique creates videos people actually want to watch. He gets what holds attention and what makes content shareable. That's exactly why we brought him on board," says Shane Yeager, CEO of CineSalon. "We're not playing catch-up on [social first content creating](#) like everyone else. We're setting the pace."

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*Shane Yeager, CEO, CineSalon*

While most traditional agencies and brands are still struggling to adapt to the creator economy, CineSalon has been strengthening its position in the social influencer market from day one. The company recognizes what forward-thinking, agile agencies already know—B2B social marketing and creator-driven content aren't just trends of the future; they're today's reality.

The numbers speak for themselves: CineSalon has already generated 10s of millions of views on its own social channels, demonstrating a deep understanding of what audiences truly want to see. Adding Weirich to the team is a natural progression. His expertise in crafting content that audiences love makes him the perfect fit, and his guidance in developing social-driven video strategies will be unparalleled in the industry.

Brazil's influencer market ranks among the most competitive globally, and Weirich didn't just survive there—he thrived. His innate understanding of what makes content connect with people transcends borders, and his fluency in both Portuguese and English allows him to bridge cultural gaps in ways most editors simply can't match.

At CineSalon, Weirich will push content retention, engagement, and shareability to unprecedented heights, giving brands a genuine opportunity to break through the digital noise.

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