

CATALINA MEJÍA ARENAS

[LinkedIn](#) | catamejia810@gmail.com | [Multimedia Portfolio](#)

WORK EXPERIENCE

- Meta** **New York, New York**
Global Content Manager for Facebook and Instagram, Product Content Operations
Content Curator for Facebook News
Communications Shop, Public Relations Firm **Washington, D.C.**
Lead Digital Communications and Branding Strategist
January 2021 – April 2021
- Oversee the digital team and lead the development of editorial messaging (for social media, video and radio), graphics/infographics and PSAs alongside media partners and advertisers.
 - Assess client social media accounts and provide critical feedback on digital content strategy to strengthen brand identity.
 - Implement and execute cohesive campaigns across multiple platforms to optimize the reach, engagement and interaction between clients and their target audiences.
- Decisión Latina: Radio La Voz de Nevada** **Las Vegas, NV & Washington, D.C.**
Bilingual Radio Host **May 2020 – Present**
- Co-host and produce a weekly radio show based in Nevada focused on national issues that directly impact the Latinx community, particularly politics given that it is an election year, and explain them in a way that is easy to understand, while also hearing directly from experts and relevant interviewees. Most recently that included John Pence, the deputy executive director of the Trump 2020 campaign.
- #NewsNotNoise Digital News Start-Up** **Washington, D.C.**
Digital Journalist, Producer, Researcher, Social Media Manager and Graphic Designer **July 2018 – April 2019 & December 2019 – April 2021**
- Work alongside CEO and former CNN Chief White House Correspondent, Jessica Yellin, to report on key news topics on social media platforms at a national and international level, with a focus on delivering information in a substantive, smart and succinct way for all audience levels to easily digest.
 - Surface and identify relevant information on social media, highlight what really matters by separating the news from the “noise” and provide a safe space for a community to get informed and discuss current events.
 - Conduct research, compile news briefs and design graphics to go along with posts and videos that set the stage for productive, engaging and grounded conversations.
 - Manage the official website and social media account, especially when there is a need for troubleshooting.
- NBCUniversal Telemundo Las Vegas** **Las Vegas, NV**
On-Air Bilingual News Multimedia Journalist/Reporter **April 2019 – December 2019**
- Gathered, wrote, shot, edited and produced compelling and informative live packages with accurate and unbiased content on a daily basis, including breaking news, entertainment and exclusive stories for the 5, 6 and 11 p.m. newscasts.
 - Participated in team coverage and station-wide specials that looked to push the boundaries on innovative reporting while catering to our community, including the Area 51 invasion attempt and the 2019 Latin Billboard Awards.
- NBCUniversal, NBC 4 and Telemundo 44** **Washington, D.C.**
Production Assistant, Associate Producer and Field Producer **June 2018 – April 2019**
- Assisted with putting a show together with producers, including the compilation of pre and post-show elements.
 - Contributed written bilingual content for daily News4Today morning newscasts and Telemundo 44’s daily newscasts.
 - Created web graphics to engage with digital audiences, for the newscasts and all social media platforms, informing them of the latest traffic updates.
 - Served as an off-air reporter when pitching story ideas, monitoring social media, speaking to viewers, and keeping constant contact with local police stations and public information officers for the latest updates and breaking news.
- Capital News Service TV** **Annapolis & College Park, MD**
Digital News Reporter and Television Anchor **January 2017 – May 2018**
Production Assistant **September 2014 – May 2018**
- Reported in Annapolis covering the Maryland Legislature, alongside news in the D.C. area at the intersection between social media, documentary and broadcast.
 - Utilized new and innovative ways to deliver news to an audience using 360 videos, serial vlogs, live streaming, podcasts and web documentaries.
 - Fulfilled production assistant duties for the award-winning cable news broadcast, Maryland Newline, which airs three nights a week. Completed various technical positions including director, audio, technical director, VTR, floor director, CG operator, camera operator and teleprompter.
- NBC Universal, Telemundo 52 Acceso Total** **Los Angeles, CA**
Production Assistant, Talent Coordinator, Marketing and Promotions Intern **June 2017 – August 2017**
- Coordinated talent for daily entertainment show, interviews and on-site & off-site shoots. Set up their green rooms and was the point of contact from beginning to end. Co-created a segment for the show called “chismografo,” where we showed our audience a more personal side of our guests, including the lead cast members of the Telemundo original series, “Mariposa de Barrio,” based on the life of Jenni Rivera.
 - Presented story ideas and communicated with external parties particularly while covering press junkets, press conference and red carpet events. Updated the Twitter, Instagram and Facebook accounts for Telemundo (network), Telemundo 52, and Acceso Total, and created original content for all.
 - Assigned as a Telemundo journalist when preparing for and conducting individual interviews with Al Gore, Salma Hayek and Samuel L. Jackson, among others.
- Nuestra Tele Noticias 24 Horas NTN24** **Washington, D.C.**
Production, TV/News, and Social Media Intern for Poder Latino **January 2017 – May 2017**
Social Media and Television/News Intern for Efecto Naim **July 2015 – August 2015**
- Prepared interviews and performed in-depth research to help improve the show’s content.
 - Assisted in the overall production and editing process of the show by transcribing interview footage & audio, and worked to expand global presence through increased social media use.
- Facebook** **New York, New York**
Global Marketing Solutions: Client Solutions Manager **June 2016 – August 2016**
- Drove value to the Entertainment vertical while focusing on three core areas—increasing organizational and operational excellence, gathering industry insights, and taking part in client communication.
 - Collaborated with c-level executives from premiere television networks and film studios to grow their social presence and achieve their key business objectives by leveraging the Facebook platform.

RELEVANT SKILLS

Advanced knowledge in Dalet, ENPS, Edius, Inception, Stratus & Adobe Creative Suite: After Effects, Audition, Bridge, Photoshop and Premiere Pro. Fluent in English and Spanish, proficient French speaker and writer, working knowledge in Portuguese, Catalan and Italian. Basic understanding of HTML, CSS and Java Script.

EDUCATION

New York University January 2021 – Present
School of Professional Studies *M.S. Public Relations and Corporate Communications*
University of Maryland, College Park August 2014 – May 2018
Philip Merrill College of Journalism *B.A. Broadcast Journalism*
College of Arts & Humanities *B.A. Spanish, International Business Concentration*
A. James Clark School of Engineering *Technology Entrepreneurship Minor*
Universitat Pompeu Fabra – Barcelona, Spain August 2017 – December 2017
International Journalism, Business, and Catalan

SPECIAL HONORS

T. Howard Foundation September 2022
Rising Star in Media
New York University, School of Professional Studies
Dean's Scholar September 2022 - Present
Graduate Student Council Student Leader of the Year May 2022
Graduate Student Council Rising Star May 2021
University of Maryland, College Park
Omicron Delta Kappa National Leadership Honors Society February 2018

- Competitively selected by members of the nation's foremost honors society for campus leaders as part of the 3-5% of the University of Maryland's undergraduate class inducted into ODK recognizing academic merit and extensive contributions to campus.

Order of Omega October 2016

- Recognized as a member of the top 3% of students within the Greek community for scholarship and leadership.