

CATALINA MEJÍA ARENAS

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WORK EXPERIENCE

Meta

New York, New York

GenAI Program Manager and Content Engineer, Meta Superintelligence Labs

October 2023

– Present

- Lead the hiring, onboarding, training and resourcing of Content Engineering's large-scale (100+) Contract Workforce operation assigned to collaborate across the wider Meta Superintelligence Labs team towards all top priority AI products and initiatives, while managing a \$15 million budget and closely partnering with cross-functional teams and third party suppliers, resulting in exponentially expanding the team's scope to cover many high-priority, highly-sensitive efforts under short deadlines.
- Craft content, product and operational strategy with internal and external stakeholders to create generative AI and editorial experiences for users around cultural moments.
- Develop editorial principles, best practices and quality frameworks for multimodal AI models, Meta AI features and GTM initiatives to drive operational, quality and tooling improvements.
- Optimize systems, tools, and standards while managing multiple workflows that improve & drive operational efficiency.
- Spearhead end to end foundational and multimodal model training & product development, prompt engineering, benchmarking, evaluation and fine-tuning for Meta AI products.
- Launch new creation and consumption products to meet the needs and interests of creators & users at all AI experience levels.

Global Content Curator and Manager for Facebook News & Instagram
2023

April 2021 – October

- Curated collections of high quality articles for breaking news and helped lead coverage planning around major tentpole events in line with the 24/7 news cycle.
- Drove Bulletin's, Facebook's newsletter platform, editorial strategy, communicating editorial plans and effective workflows that allowed valuable article-level feedback for a roster of 120 creators.
- Managed external partnership relationships and shared best practices for relevant content across the Family of Apps.

Communications Shop, Public Relations Firm

Washington, D.C.

Lead Digital Communications and Branding Strategist

January 2021 – April 2021

- Oversaw 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.
- Assessed client social media accounts and provide critical feedback on digital content strategy to strengthen brand identity.
- Implemented and executed 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 – April 2021

- 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 & Dec. 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 Newsline, 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, 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 Naím

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

Expert knowledge in Meta AI products and AI Studio functionalities as well as prompt engineering and LLM training. 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 – May 2023
School of Professional Studies <i>M.S. Public Relations and Corporate Communications, Summa Cum Laude</i>	
University of Maryland, College Park	August 2014 – May 2018
Philip Merrill College of Journalism <i>B.A. Broadcast Journalism</i>	
College of Arts & Humanities <i>B.A. Spanish, International Business Concentration</i>	
A. James Clark School of Engineering <i>Technology Entrepreneurship Minor</i>	
Universitat Pompeu Fabra – Barcelona, Spain	August 2017 – December 2017
<i>International Journalism, Business, and Catalan</i>	

SPECIAL HONORS

T. Howard Foundation	
<i>Rising Star in Media</i>	September 2022
New York University, School of Professional Studies	
<i>Commencement Speaker</i>	May 2023
<i>Dean's Scholar</i>	September 2022 - May 2023
<i>Graduate Student Council Student Leader of the Year</i>	May 2022
<i>Graduate Student Council Rising Star</i>	May 2021
University of Maryland, College Park	
<i>President Emeritus of the Journalism Alumni Network</i>	July 2023 - Present
<i>President of the Journalism Alumni Network</i>	January 2021 - July 2023
Led the inaugural Journalism Alumni Network as part of the University of Maryland's Alumni Association and in representation of the Philip Merrill College of Journalism. Helped lay down the foundation alongside a team of 15 officers, both executive board and at-large members. Was also a member of the University of Maryland's Board of Governors as a result.	
<i>Omicron Delta Kappa National Leadership Honors Society</i>	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.	
<i>Order of Omega</i>	October 2016
Recognized as a member of the top 3% of students within the Greek community for scholarship and leadership.	