

# SONIA CARBAJAL

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**AWARD-WINNING PRODUCER | MARKETING & BRANDING CHAMPION | GLOBAL SOCIAL STRATEGIST**  
**INSIGHTFUL THOUGHT LEADER | RESOURCEFUL PLANNER | AUDIENCE-DRIVEN STORYTELLER**

*Elevating programming strategy with a distinctive voice, impactful brand awareness, and commitment to audience loyalty—driving success from tech startups to Fortune 500s. Seeking an opportunity to build something with impact.*

## CORE COMPETENCIES

**Key Skills:** Live Events and Streaming | Content Curation and Story Editing | Digital Video Production Using Emerging Tech | Adapting to Industry Shifts & Platform Algorithmic Changes | All-Scale Budget Productions | Creative Thinker

**Technology:** **Social Media** (Instagram, Facebook, TikTok, YouTube, X, LinkedIn, Substack, Snapchat, Pinterest, Twitch) | **Project Mgmt** (AirTable, Jira, Asana, Wrike, Monday) | **AI** (Fluency in GPT and automations) | **Video Creation** (CapCut, Adobe Premiere, After Effects, Sora, Opus, Pictory, Descript, and Ai Video programs) | **Video Productivity** (Axle.ai, Frame.io, MediaSilo) | **Podcasting** (Spreker, Headliner.App, Riverside.fm, Audacity) | **Localization & Captioning** (Rev, Trint, Verbit, Lokalise) | **Live Events** (GrassValley Tricaster, BlackMagic, LiveU) | **Graphic Design** (Canva, Kittl, Photoshop) | **Cameras** (Canon, Sony) | **Communication** (MS Teams, Slack, Zoom)

## PROFESSIONAL EXPERIENCE

### MTV, A PARAMOUNT COMPANY | NEW YORK, NY

Global Cutting-Edge Entertainment & Live Events | 40+ Year Legacy Brand | 88M+ Loyal Social Audience

#### **Senior Producer, Brand Social Team, 2021 - Present**

Lead global digital production for MTV's Brand Social Team, driving campaigns for the Paramount+ music series, award shows, and tentpole events. Develop and localize social content for global markets, optimizing audience growth and engagement. Direct social strategy across 10–12 regional partners, managing content for music documentaries, interviews, and high-profile campaigns. Oversee A-list talent collaborations to maximize brand impact.

- **Doubled employee productivity** by migrating workflows from paper and Google Docs to Airtable, streamlining meeting management, and enhancing work transparency and accountability.
- **Improved the accuracy and timeliness of music publisher payments** by selecting a vendor and implementing software to monitor publishing, strengthening oversight of rights & clearances while optimizing workflows and leading global training initiatives for social teams.
- **Handpicked by the SVP of Digital Events & Brand during a corporate restructure to lead social strategy, client communication, and execution** for the social team as part of 360 marketing for Paramount+ and MTV music campaigns.
- **Drove a 33% year-over-year increase in video views, leading to MTV EMA receiving the [Most Social Show in 2022](#)** by spearheading technical production and creative planning, outperforming NFL Sunday Night Football in social engagement.
- **Delivered the [largest cross-platform audience in 4 years](#)** by post-producing exclusive, real-time, POVMA backstage content for the 2024 VMAs, driving heightened engagement and viewership across digital and broadcast channels.
- **Generated 640K+ views within 24 hours for MTV's [Take the 'Test of Time' Challenge featuring Stray Kids](#)** by developing and executing SEO-optimized video content while overseeing global YouTube publishing, including concept creation, talent interviews, and social copywriting. Other series developed and piloted with: Cynthia Erivo and K-pop sensation Wonho

### YAHOO, A VERIZON MEDIA COMPANY | NEW YORK, NY

Digital Media & News Platform | Gen Z-Focused Trend-Driven Content | E-Commerce | Affiliate Marketing

#### **Senior Supervising Producer, In The Know (Brand), 2021**

Managed a team of video producers, leading platform, and on-site video strategy to drive 1B+ annual video views and grew the audience to 60M+ social followers. Oversaw the execution of trending original content while reporting to the Head of Programming, providing content and team recommendations to optimize engagement. Trained, mentored, and managed Supervising Producers, ensuring alignment with OKRs and key deliverables.

- **Drove a 17.5% increase in watch time and 235% growth in unique viewers for the Snapchat-partnered series "Tried It"** by diversifying the talent pool, introducing new hosts, and engaging the series team in content development while leveraging audience engagement analytics for group decision-making.
- **Increased monthly subscribers from 890K+ to over 1M in 6 months for the [@WatchInTheKnow](#) TikTok account** by reorganizing social output, implementing industry best practices, maximizing video duration features, and leveraging existing licensing partners to source high-traction content for the platform.

## WILD SKY MEDIA, A BRIGHT MOUNTAIN MEDIA COMPANY | NEW YORK, NY

Leading Digital Publisher for Moms | Lifestyle Brands | Influencer Partnerships | Viral Video & Storytelling

### **Executive Producer, Original & Branded Content, 2018 - 2021**

Spearheaded vision, strategy, and execution of original video and audio programming across Wild Sky Media brands (**CafeMom**, **LittleThings**, **Revelist**, **Mamas Latinas**, and **Mom.com**), driving engagement and revenue growth. Built and scaled production and post-production departments post-acquisition, streamlining operations. Led and coached teams through two major restructurings while exceeding revenue targets. Managed complex budgets and P&L, optimizing resources. Produced award-winning content, including *I Decided* (12M+ views) and *The Greatness of Girls*, both honored by the Webby Awards. Adapted strategies to platform shifts, evolving KPIs, and industry challenges, ensuring sustained audience growth.

- **Enhanced cross-regional collaboration and optimized global production workflows** by unifying the video and audio team post-acquisitions and developing and implementing best practice processes across New York, California, and offshore teams.
- **Generated over \$1M in annual revenue** by establishing the [media company's first podcast department](#), collaborating with the SVP of Content and Marketing to develop and launch SEO-driven video and audio series, expanding audience reach and engagement.
- **Increased quarterly sponsorship revenue 4X and secured high-profile brand partnerships for the [Truth Bomb Moms](#) series**—including Target Baby, Amazon Echo, OxiClean, Orajel, HBO Max, Enfamil, and a \$1M+ Walmart holiday series—by enhancing production quality, refining scripting and edit style, and broadening the influencer mom roster.
- **Sustained seamless production operations and sponsor partnerships during the global pandemic** by spearheading a remote production and editing workflow, building at-home studios, and ensuring the successful virtual transition of all video and audio projects.

## LITTLE THINGS (NOW WILD SKY MEDIA) | NEW YORK, NY

Viral Lifestyle Media | 1B+ Video Views | Heartfelt Storytelling | Social-Driven Audience Engagement

### **Executive Producer, Original Programming, 2016 - 2018**

Built and led the Live & Original Production Department, hiring and supervising freelance production teams. Spearheaded the development of four in-office studios, a control room, talent green rooms, and NAS storage workflows, streamlining production and post-archiving processes. Responsible for P&L, overseeing department budgets and individual series production costs to optimize resources and operational efficiency.

- **[Drove a 20% increase in advertising revenue within the first 12 months](#)** by recruiting and coaching versatile, cross-disciplinary team members, including producers and video editors skilled in cinematography and camera operation, to optimize creative execution and production workflows.
- **Recruited by the Editor-in-Chief to execute the senior executive's [Post-Cable Network](#) vision, skyrocketed weekly Facebook views from 3–4 million to 58 million** by expanding the video department from 1 to 4 studios, greenlighting 13 original full-length OTT programs and 30 short-form videos per week, and spearheading creative strategy.

Additional experience as an Assistant Director/Producer at **The Huffington Post (AOL/Verizon Media Company)**, Executive Assistant to the General Manager at **AMC Networks**, Script Assistant for **The Revolution**, an **ABC Network** daytime program, and Production Assistant/Audience Coordinator for **The Martha Stewart Show (Omnimedia)**.

## PROFESSIONAL CONSULTING

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### **CHEF & LIFESTYLE EXPERT [VANESSA CANTAVE](#) | NEW YORK, NY**

#### **Director & Producer, Short Form Video, 2018 - 2020**

- **Increased audience engagement for A&E and FYI** by producing high-impact, short-form, and custom content.
- **Expanded social media reach** by developing compelling concepts, scripts, and pitches tailored for digital platforms and client campaigns.
- **Delivered high-quality, on-time productions** by leading end-to-end execution from pre-production through post, ensuring seamless stakeholder approvals.

## HONORS & AWARDS

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[Localization Winner, Strategy & Engagement Category](#), The Shorty Awards, 2023

[Best Overall Social Presence, Social Excellence Category](#), The Lovie Awards, 2023

[Best Entertainment & Sport, Social Video Category](#), The Lovie Awards, 2022

[People's Lovie Events & Live Streaming, Social Content Series & Campaigns Category](#), The Lovie Awards, 2022

[Best Video Diversity & Inclusion](#), The Webby Awards, 2020

[Runner Up, Best Video, Social Culture & Lifestyle](#), The Webby Awards, 2019

## EDUCATION

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**B.A., Drama and Comparative History of Ideas** (In Progress), University of Washington  
**PHSYC 162 Climate Change and Our Future' Course** (In Progress), SUNY Westchester

## TRAINING & CERTIFICATION

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**Professional Certificate in Filmmaking**, Seattle Film Institute (SFI)  
[Asset Monetization Certificate](#), YouTube (NYC Google Campus)

## PROFESSIONAL AFFILIATIONS

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She Runs It  
Monday Girl (Mentor)  
National Association of Hispanic Journalists

## COMMUNITY ENGAGEMENT

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[Core Team Member, Marketing & Events](#), **International Sports & Music Project**, 2021 – Present

The International Sports and Music Project is a 501(c)(3) nonprofit whose mission is to make the world a happier and healthier place by increasing access to sports and music programming in schools, shelters, and refugee camps around the world.