

COSETTE MOLINA

Fort Lauderdale, FL | [Willing to relocate](#) | | : (954) 770-2061 | cosettems@gmail.com | [linkedin.com/in/cosettemolina/](https://www.linkedin.com/in/cosettemolina/)

HIGHLIGHTS

- Machine Learning and Human curation.
- Content Development and Management
- Consumer Insights and Data Analysis
- Strategic Content Curation
- Team Leadership and Development
- Content Promotion strategy
- Cross-Functional Collaboration.
- Performance Optimization
- Editorial Strategy Development
- Sponsorship Opportunity Creation
- Film/TV production

EXPERIENCE

2023 to current **The Roku Channel Merchandising Editorial Manager** **Los Angeles, CA**

- Implemented machine learning algorithms and human curation techniques to enhance user experience, resulting in a 40% increase in user engagement.
- Successfully drove awareness of bilingual languages content and programming initiatives through effective merchandising strategies, leading to a 10% boost in viewership.
- Managed the day-to-day development of programming initiatives, ensuring on-time delivery and alignment with strategic goals.
- Collaborated cross-functionally with Marketing, Engineering, Operations, and Sales teams to execute content strategies.
- Made strategic content UI programming curation decisions based on data analysis, enhancing content discoverability and user satisfaction.
- Analyze data sets to optimize performance and ideate new curation concepts. Develop and execute repeatable, scalable editorial strategies that excite and engage users.
- Build content taxonomy to support bilingual content experience.
- Partner with ad sales to create sponsorship opportunities around editorial executions. Experience.

2020 to 2022 **Senior Programming Manager Paramount/Pluto TV** **Los Angeles, CA**

- Responsible for leading the programming strategy while overseeing a team of editors who curate the bilingual language and family-friendly categories and channels on Pluto TV.
- Provided the editorial voice and ensured programming quality, with a significant focus on U.S. Hispanic and Kids categories
- Successfully expanded and rebranded U.S. Hispanic and kids' categories, targeting domestic audiences.
- Created and built new partnership acquisitions for the bilingual and kids' categories, resulting in more than 11,000 content hours.
- Built content strategy-based platform analytics to continue building audience engagement and retention by 60%
- Collaborated closely with marketing and PR to build brand awareness and identified content opportunities, leading to expansion
- Led and developed two teams of Programming Managers and Channel Editors, fostering a collaborative and high-performing work environment
- Worked closely with organization departments to make sure the content and programming strategies were accomplished
- Measured and verified the strength and integrity of programming for all viewership demographic
- Developed successful programming schedules using resourcefulness and all available tools, data, and research.
- Reviewed and researched content to improve programming while working across departments to understand how to achieve results.
- Generated and refined programming stunts, channels, and content for marketing and promotional use.

2018 to 2020 Global Experience & Innovation Media Content Project Manager Carnival Corp – Doral,FL

- Create and develop programming strategies for Carnival Corporation's linear/non-linear channels.
- Track and report content distribution for linear, non- linear channels and digital platforms.
- Oversee and report TV ratings, downloads, views, and app performance.
- Facilitate content updates for OceanView on all media platforms, and brands fleets.
- Manage content distribution for linear and VOD providers for onboard stateroom distribution across the brands' fleets.
- Oversee ad spots for broadcast shows and work with brand managers to ensure network standards
- Identify, analyze and develop new content opportunities for OceanView.
- Collaborate in all aspects of creative development for shows in pre-production, physical production, and post-production.
- Oversee new content pitch meetings from third-party production companies, and/or networks.
- Review and provide input to production budgets and identify areas for cost savings.
- Identify engaging and relevant content acquisition opportunities to further expand OceanView library.
- Supervise workflows for assets deliverables.
- Conduct creative meetings with all Carnival Brands to develop original programming and digital content creation.
- Manage product development team for the enhancement of OceanView app on all platforms.
- Track and report app status and timelines for development and features.

2014 to 2017 Programming Scheduler Coordinator HBO LATIN AMERICA – Coral Gables,FL

- Build and attain programming strategies for HBO Panamerican Core Channels.
- Comply with programming management content strategies to be used for HBO Latin American feeds, according to season, region and availability of products.
- Stay up to date on regional competition programming, film releases and significant local productions.
- Prepare monthly programming grids and yearly calendar for each feed based on current output deals for the territories.
- Work closely with research department to recognize content programming's and title effectiveness on the network.
- Establish premiering planning for series and films along with HBO domestic and line extension channels.
- Coordinate the usage of shared content with HBO line extensions and other networks (i.e., Max and Cinemax).
- Distribute programming strategies are adhered to across various departments: Network Operations,
- Marketing, Communications, and Sales Execute and supervise programming changes for the Channels.

2012 to 2014 Programming & Acquisition Scheduler BBC Worldwide - Coral Gables, FL

- Strategize, maintain and communicate all programming strategy for BBC Worldwide Latam Channels.
- Ensure programming strategies are held to across various BBC Latam channels' departments.
- Maintain, post, and circulate all internal programming documents such as grids, monthly highlights.
- Work with the Research department in the creation of competitive grids reports, schedule quarterly .grids, stunts and specials for assigned network(s) in a timely manner.
- Maintain, and circulate all internal programming documents.
- Work with Network Operations, including tracking of new programming, communicating delays.

2012 to 2012 US Hispanic Programming Coordinator Discovery Communications - Miami,FL

- Oversee programming strategies for US Hispanic Discovery Channels, implement schedules and complete programming replacements into programming system for Discovery Español and Discovery Familia.
- Assist with the implementation of quarterly grids, stunts and specials for assigned feeds.
- Maintain, assign and reconcile programming format changes for the ad- sales and traffic departments.
- Manage acquisition screening meetings, as well as logged all acquisition submissions received
- Assisted during the development of quarterly grids, stunts and specials strategies as needed by the programming department.

- Analyze competition grids in order to effectively implement programming strategies. This required coordinating with the Programming Director.

2011 to 2012

Social Media Coordinator

NBC Universal - Miami, FL

- Achieve a strong visible social media presence and develop concepts with viral potential for all Telemundo's programming and special events such as Latin Billboard Awards and Miss Universe.
- Optimize brand awareness, engagement, and traffic to social media pages by developing and managing online social campaigns.
- Work closely with the Marketing, Public Relations, and Programming Department to create and execute brand strategies to eliminate audience confusion and improve ratings.
- Prepare weekly and monthly reports including percentage growth and engagement on social media platforms.

2010 to 2011

Production Coordinator

NBC Universal - Miami, FL

- Control and manage the production flow of information between the various components of film projects
- Make sure all necessary equipment and material logistics were on site at the right time
- Communicate and coordinate with production managers, directors, staff and agents to ensure everything was prepared for filming
- Plan, organize and arrange transportation of cast, crew, equipment and supplies to various filming locations

EDUCATION

2019

MBA in Film Industry

Universidad Carlos III - Madrid, España

2008

Bachelor of Science in Communication: TV Production

Florida International University- Miami, FL