

PAMELA YULI

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PROFESSIONAL SUMMARY

Enthusiastic Content Readiness Coordinator and Digital Programmer eager to contribute to team success through hard work, attention to detail, and excellent organizational skills. Clear understanding of content strategy and content management, as well as experience creating and publishing content for Web, Android, and iOS and creating content promos. Motivated to learn, grow, and excel within the media and technology sphere.

EDUCATION

New York University, New York, NY

August 2015 – May 2019

Bachelor of Arts, May 2019

Major: Storytelling Through Video Games | Minor: Web Applications and Programming

GPA: 3.62

Stanford University, Stanford, CA

April 2020 – June 2020

Code in Place, June 2020

- Completed a 5-week introductory online python programming course based on material from the first half of Stanford's introductory programming course, CS106A.

EXPERIENCE

ViacomCBS, New York, NY

February 2021 – Present

Content Readiness Coordinator

- Drive manual data clean-up efforts and large-scale initiatives in partnership with Brand Production Leads.
- Identify video and episodic workflow gaps in an effort to keep content clean and consistent across all endpoints.
- Assist with troubleshooting content-related issues across all products and brands.
- Ensure metadata is mapped to the correct fields in the content management system, aligning design mocks with product specs.
- Work with numerous teams to solve complex problems while adhering to aggressive project timelines.

VR World NYC, New York, NY

July 2018 – December 2018

Content Development Assistant

- Led Content Development team in the delivery and publishing of various 360 filming projects requiring close cooperation among members to share information and develop solutions to meet a broad array of deliverables.
- Edited company website by implementing promos for special events, updating new content, and styling site to look more appealing.

Nickelodeon, New York, NY

September 2017 – April 2018

Digital Programming Assistant

- Coordinated with Digital Programming team in developing project plans and promotional elements for over 30 flagship programs, 100+ games, and 50+ movies.
- Programmed, published, and tested content across Web, Android, and IOS devices through the company's CMS.
- Worked directly with the launch of promotional materials for the live action show *I Am Frankie* and CG Animated series *Rise of the Teenage Mutant Ninja Turtles* for all of Nickelodeon's Apps and Webpages.
- Conducted research to both improve structure of live events and voting mechanics as well as TVE and OTT within the company and its competitors, which was presented in the form of presentation decks to senior executives.

LEADERSHIP

The Opportunity Network Alumni Council, New York, NY

September 2020 – Present

Alumni Council Member

- Ensure that Opportunity Network alumni have access to strong postgraduate support, by engaging and re-engaging alumni and fellows through programming, mentorship, philanthropy, and leadership.

SKILLS/INTERESTS

Digital Programming, Project Management, Content Strategy, CMS, HTML, CSS, Word, Excel, Zoom, Slack, Jira, Confluence

Languages: English & Spanish