

SOPHIA CASTRO

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EXPERIENCE

MediaLink, a UTA Company Los Angeles, CA
KNOWLEDGE ANALYST June 2024-Present

- Knowledge system implementation: Leads ingestion of 500+ documents and workflow design for a generative AI-powered platform, identifying cross-functional knowledge gaps to improve content coverage and information accessibility
- Strategic insight generation: Delivers research-driven insights and macro industry analyses (e.g., streaming, creator economy, RMN trends), integrating findings into presentations, briefs, marketing materials, and business development decks
- Research vendor management: Oversees relationships with 10+ research vendors/publications and leads ongoing diligence of the research stack to ensure access to high-quality insights and alignment with evolving business needs

NBCUniversal Universal City, CA
GLOBAL TALENT DEVELOPMENT & INCLUSION INTERN August 2023-May 2024

- Advanced DEI Strategy through Analytical Excellence: Refined collection of film data for detailed quarterly reports and executed competitor analyses across 6 major studios
- Streamlined Data Analysis: Developed an automation collection tool using Python to collect box-office data, enhancing team productivity by reducing data processing time by 20%
- Optimized Event and Project Execution: Delivered essential support to team by monitoring event logistics, communications, and project oversight, boosting efficiency of 19-member team

Experian Costa Mesa, CA
DIVERSITY EQUITY & INCLUSION INTERN May 2023-August 2023

- Improved Web Accessibility and Global Engagement: Crafted alternative text for launch of an internal website, promoting accessibility and interactivity among employees from over 13 countries across 8 Employee Resource Groups; fostered a 36% increase in website usability
- Orchestrated Conference Across DEI Executives: Coordinated a 2-day conference and managed all logistical aspects, including technology and hospitality, for 20 in-person attendees and over 70 virtual participants
- Managed Global ERG Mailbox: 1 of 4 key members, efficiently handled global emails and led development of a content analysis to distill top themes from inbox, providing valuable DEI data reporting to Chief DEI Officer

Annenberg Inclusion Initiative Los Angeles, CA
RESEARCH SUPERVISOR September 2022-August 2023

- Demonstrated Multicultural Research Expertise: Trained in Latinx and API qualitative coding, implementing scoring framework utilizing 20 inclusion metrics, with findings in The Hollywood Reporter, NPR, and LA Times+
- Supervised Junior Coders: Ensured accuracy of data entries and served as project manager by overseeing work of 15 junior coders and performing meticulous second pass coding
- Modernized Data Collection: Optimized research process for an internal race/ethnicity/gender database, accelerating data entry by 30 seconds per record and pinpointing representation gaps in Hollywood

SKILLS

- **Research:** SPSS, Qualtrics, Python, Amazon Turk, Prolific, Google Ads/Analytics, Data Analysis Using R, Tableau
- **Administrative:** Microsoft Office Suite, Google Workspace, Asana, Airtable, Salesforce, Knowledge Management Systems
- **Creative:** Canva, Spark AR, Snapchat Lens Studio, Wix, Procreate, Adobe Photoshop, ChatGPT
- **Certifications:** Google Data Analytics Professional Certificate (2024), Managing Diversity in Complex Organizations (2022)

EDUCATION

University of Southern California Los Angeles, CA
Master of Communication Management Graduation: 2024

- USC Annenberg School for Communication and Journalism, **Total GPA: 4.0**
- Awards: Western Psychological Association Conference Poster Presenter (2024), Latino Alumni Association Scholarship Recipient (2023), USC's 14th Annual Graduate Research Symposium, Second Place (2023)

University of California, Santa Barbara Santa Barbara, CA
Communication Bachelor of Arts Graduation: 2022

- College of Letters and Science Honors Program, **Total GPA: 3.93**