Carolina Quintana

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EDUCATION

Carnegie Mellon University | Heinz College of Information Systems and Public Policy (Accelerated Master's Program)
Master's of Entertainment Industry Management | May 2023
Relevant Coursework: Market Research in the Entertainment Industry - Disruptive Technologies in Art Enterprises - Applied Economic Analysis -Management Accounting - Financial Statements and Analysis of Companies - Measuring Social - Business Development - Television Economics - Film Economics & Marketing Distribution - Intellectual Property - Script/Story Analysis - Production Management - Managing Disruption in Media and Entertainment - Branded Entertainment - Business of Gaming

Carnegie Mellon University
Bachelor's of Science in Decision Sciences | Minor in Media Design | May 2021
Relevant Coursework: Fundamentals of Programming & Computer Science - Empirical Research Methods - Causal Inference in the Field - Decision Analysis - Regression Analysis - Probability and Statistics for Business Applications - Behavioral Decision Making - Strategic Decision Making -Organizational Behavior - Principles of Microeconomics - Global Business - Business Communications - Business Presentations - Business Leadership Endeavor: Analyst

Lone Star College
Associate's of Science & Associate's of Arts | May 2017

WORK EXPERIENCE

GlobalLogic   September 2024-November 2024
Content Analyst (Remote)   Punta Gorda, FL
- Crafted seed prompts for Google's personal assistant AI Gemini Flash Pro 2.0 and identified loss patterns in order to optimize the model's response; in comparison to what is written in the ground truth (the optimal model response to the original seed prompt.)
- Wrote degraded responses and classified how each response degraded in value; categorizing each response under a different error label.

Faceware Technologies   January 2023-May 2023
Business Development/Marketing Intern (Hybrid)   Los Angeles, CA
- Enabled the sales operations team in sales order entry, sales pipeline facilitation, sales report generation, Salesforce CRM, and sales database navigation.
- Generated sales leads and revised a flyer for the 2023 Game Developers Conference using Photoshop for B2B marketing materials.

Sony Pictures Entertainment   October 2022-May 2023
Capstone Research Consultant (Hybrid)   Los Angeles, CA
- Led and successfully managed an extensive qualitative primary survey research project titled 'The Globalization of Virtual Production for Film and Television.' Utilized quality control processes to oversee the concept evaluation from inception to completion, leveraging Qualtrics to gather data from industry stakeholders through questionnaire and discussion guide development.
- Analyzed the impact of virtual production on production workflows, process improvements, expansion opportunities, technological advancements, and the formation of worldwide partnerships, resulting in actionable insights presented to senior management and developed a comprehensive report.

H&M   February 2021-May 2021
Business Intelligence & Social Media Analyst Intern (Remote)   Pittsburgh, PA
- Collaborated with the Consulting Director of Research to perform a social media analysis on consumer statistical information using Python and Excel, deriving insights through a messaging/positioning evaluation, market sizing, and segmentation and brand studies to optimize their online presence and engagement strategies.
- Utilized machine learning, search engine optimization (SEO), data scraping tools, social listening tools and data visualization tools (like Brandwatch, Excel, and Google Slides) to present actionable recommendations in the form of a creative marketing strategy that enhanced brand awareness and consumer interactions translating data into a story-driven report.

Technology Consulting in the Global Community Internship Program   May 2019-December 2019
Project Management/Technology Consultant (Hybrid)   Chimbote, Peru | Pittsburgh, PA
- Programmed and implemented a SQL database at Maternidad de Maria hospital, successfully achieving an 80% reduction in paper trail through efficient data cleaning processes. This resulted in a 100% improvement in documenting patient history, enhancing overall data accuracy and accessibility.
- Researched hospital processes for process improvement and created problem-solving flow diagrams of administrative business processes reducing wait time in overall process flow by an average of 5 minutes and produced a final consulting report as it pertains to data management.

RESEARCH PROJECTS

The Effect of a Loved One Attempting Suicide on an Individual's Suicidal Ideation
Key Skills: Research Design, Fixed Effects Model, Linear Probability Model, Data Visualization, Data Cleaning
- Conducted a quantitative experimental psychology study with a survey sample size of 3,342 people with the objective to study and analyze the causal effect of a loved one's suicide attempt on an individual's suicidal ideation, incorporating comprehensive quality control measures such as checking survey programming logic, questionnaire proofing, and number checking for accuracy.
- Built a fixed effects model yielding a standard error of 0.00612, with a resulting 7.8% likelihood of contemplating suicide themselves.

"Would one survive the Titanic today?" An Analytical Perspective
Key Skills: Descriptive Statistics, Correlation Analysis, Statistical Significance Testing, Data Visualization
- Employed statistical analysis and visualizing data techniques to conduct a comprehensive assessment on various passenger attributes and checked statistical evidence to generate precise survival predictions.
- Conducted chi-square analysis, resulting in a highly significant p-value (<0.0001) and rejection of the test at a 0.01 alpha level. This indicates a substantial disparity in probabilities, emphasizing a significant relationship where each variable plays a crucial role in determining survival likelihood.

CERTIFICATIONS
- Social and Behavioral Research CITI Program Certification
- Social and Behavioral Responsible Conduct of Research CITI Program Certification
- Foundations Brandwatch Consumer Research Certification
- Certiport - A Pearson VUE Business Microsoft Office Expert Specialist Certification (Excel, Word, Powerpoint)

SKILLS
- Programming Languages: HTML, CSS and JavaScript
- Database: SQL & Excel
- Statistical Packages: JMP, STATA
- Tools & Technologies: Jupyter Notebooks, Qualtrics, Brandwatch, Adobe Creative Cloud & Suite (Adobe Photoshop, Premiere, InDesign, Illustrator, AfterEffects, Audition), Google Suite (Google Docs, Google Slides, Google Sheets), Microsoft Outlook, and Box
- Bilingual (English and Spanish)