Justin Arenas

Content Strategist & Creative Producer
justinarenasfilm@gmail.com | 8484593099 | justinarenas.com | linkedin.com/in/justin-arenas

Summary

Content strategist with 5+ years of experience across video, social, editorial, and campaign formats. Currently driving content quality standards and workflows at Meta, with a background in hands-on production.

Experience

Meta New York, NY
Senior Content Specialist October 2024 - Present

- Act as a subject matter expert for the Instagram content ecosystem, analyzing short-form trends across competitor platforms like YouTube and TikTok to shape platform strategy.
- Execute high-volume qualitative and quantitative content reviews across a dataset of 300,000+ annual evaluations, utilizing a sharp editorial eye to surface actionable data insights at scale.
- Partner cross-functionally with product and engineering teams, beta-testing features like Instagram's 'Tune Your Algorithm' and the Edits app to provide feedback that shaped final public releases.
- Developed shared guidelines for evaluating social media content, helping reviewers achieve 95% agreement with labeling standards and producing reliable data for competitor analysis.

Paramount New York, NY
Junior Producer, Kids & Family Marketing August 2021 - October 2024

- Wrote, produced, and directed content for flagship properties including Paw Patrol, Peppa Pig, and Blue's Clues, owning creative from concept through final delivery across video, social, and editorial formats.
- Managed a content calendar of 400+ deliverables across paid media, OOH, social, print, and A/V formats as part of the Nick Jr. 2023 Rebrand.
- Pitched original concepts to Creative Directors, scripted spots, directed voiceover sessions, and managed editors and 10+ producers to deliver polished assets on deadline.
- Maintained brand voice consistency across all campaign touchpoints, keeping messaging aligned across formats, platforms, and channels.
- Tracked content performance across platforms using native analytics, translating data into recommendations that improved engagement and informed strategy.

Navi Savi New York, NY
Video and Content Intern June 2020 - August 2020

- Built and executed the content strategy for the company's app launch campaign, planning the editorial calendar and content mix from scratch.
- Wrote copy for blogs, website, and social platforms, driving a 55% increase in viewership and 50% follower growth within two months.

Education

University of Miami Motion Pictures Production • 3.94 GPA
Bachelor of Science Miami, FL • May 2021
Minor: Media Management • Summa Cum Laude

Skills

Core Skills
Content Strategy, Brand Voice, Video Production, Shooting & Editing, Social Media, Content Analysis

Tools
Adobe Creative Suite, CapCut, Google Workspace, JIRA, Airtable, Hootsuite, ChatGPT, Claude, Meta AI