

KETURAH CARTER

SOCIAL MEDIA MARKETER. CONTENT CREATOR.

PERSONAL PROFILE

An award-winning and driven millennial focused on shifting the culture of media. Passionate about expanding the level of diversity within race, gender & age in media. I am dedicated to developing strong content for the intersection of marketing & storytelling. Using both data insights and creative forward-thinking, my experience within social media has created memorable campaigns and experiences for the audience served.

EXPERIENCE

360i | Denstu

Associate Director, Social Strategy

2021- Present

- Developing high-level social strategy campaigns for Bravo & SYFY.
- Leading creative brief development with social expertise and creative insights. on social activations and high lift social production.
- Managing a team of managers, strategists & creatives to execute creative asset development and social strategies.
- Owning creation of high-level reporting documents affecting social strategy such as brand audits, monthly pivots, & ad hoc reports.

Viacom CBS | BET Networks

Senior Social Media Producer

2015 - 2021

- Developing & implementing social media marketing campaigns for original programming, tentpoles & special events.
- Developing social media marketing campaigns for product launches including streaming services (BET+) and merchandise.
- Managing creative ideation & leading production on new video content opportunities to support linear & brand initiatives.
- Managing production logistics with a team of PM's from pre to post for production shoots.
- Developing & owning the measurement framework against business KPI goals
- Managing coordinators & editors for the execution of duties for tentpole support.
- Developing original social-first franchises to be sold to advertisers.
- Managing social budget for productions & influencer partnerships.
- Building & maintaining relationships with external agencies & channels for content creation & distribution. (Tik Tok, Twitter, Tenor, Giphy)
- Graphic design & video editing via Canva, Photoshop & Premiere.
- Working with internal departments for asset creation, delivery for linear & brand initiatives.

FREELANCE SOCIAL MARKETING CONSULTANT

2015 - 2021

- Developing social strategy for individual clients in fields such as entertainment, politics & publishing.
- Managing client social platforms.
- Graphic design via Canva & Premiere.

CONTACT



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www.toritheproducer.com

EDUCATION

2012 - 2016

St. John's University

Bachelors, Public Relations

2019 - 2022

The New School

Masters, Media Studies

SKILLSET

- Social Media Strategy
- Video Production
- Post Production
- Digital Marketing
- Content Development
- Production Management
- Social Analytics Reporting
- Leadership
- Digital Asset Management
- Copywriting
- Talent Management
- Influencer Marketing
- Channel Partner Management
- Account Management
- Creative Thinking
- Community Management

HONORS

Cable Fauxies | Social Media During A Program

The New Edition Story, 2017

NAMIC EMMA | Marketing, Tactics, All Other Media

The New Edition Story, 2017