

TORI CARTER

SOCIAL MEDIA EXECUTIVE. CREATIVE PRODUCER.

I HAVE BEEN A LEADER IN THE SOCIAL STRATEGY SPACE SINCE 2014.

As a millennial, I have been fortunate enough to take my innate understanding of social media to serve as my foundation for high-level social strategy since 2015. As social media continues to evolve, I pride myself in optimizing my approach to social with each new task and looking for ways to intersect culture and creativity.



WHEN IT COMES TO SOCIAL, I EXCEL IN...

01

STRATEGIC ANALYSIS & DEVELOPMENT

I COMBINE MY DEEP UNDERSTANDING OF SOCIAL STRATEGY AND ANALYTICS TO DEVELOP BRAND-LEVEL STRATEGY TO STIMULATE GROWTH ON ALL PLATFORMS.

02

COMMUNITY BUILDING

I ANALYZE PERFORMANCE TRENDS TO IDENTIFY OPPORTUNITIES TO AUTHENTICALLY CONNECT WITH DIVERSE AUDIENCES.

03

PRODUCING SOCIAL FIRST EXPERIENCES

I DEVELOP SOCIAL FIRST CREATIVE THAT ALLOWS BRANDS TO ACTIVATE IN NEW FORMATS & AND PLATFORM TOOLS.

**AND THE WORK
SPEAKS FOR ITSELF**

HULUWEEN '23

hulu

HULU HAS MANAGED TO TAKEOVER THE MONTH OF OCTOBER IN CELEBRATION OF HALLOWEEN WITH ITS OFFICIAL HULUWEEN CAMPAIGN. THIS TENTPOLE CAMPAIGN SHOWCASES THE BEST OF THE BEST CONTENT FEATURED ACROSS THE ENTIRE LIBRARY.



OBJECTIVE:

SHOWCASE THE WIDE VARIETY OF CONTENT FEATURED WITHIN HULU'S SCARY CATALOG AND FIND NEW WAYS TO PROVIDE LINKAGE BACK TO HULU AS THE NUMBER ONE SOURCE FOR ALL THINGS HALLOWEEN.

CHALLENGE:

FROM THE HOLLYWOOD STRIKES TO THE PALESTINE/ISRAEL CONFLICT, LIMITED OPPORTUNITIES TO PROMOTE BRAND SAFE CONTENT WITHOUT LEVERAGING TALENT PUSHED ME TO THINK OUTSIDE OF THE BOX.

THE RESULTS



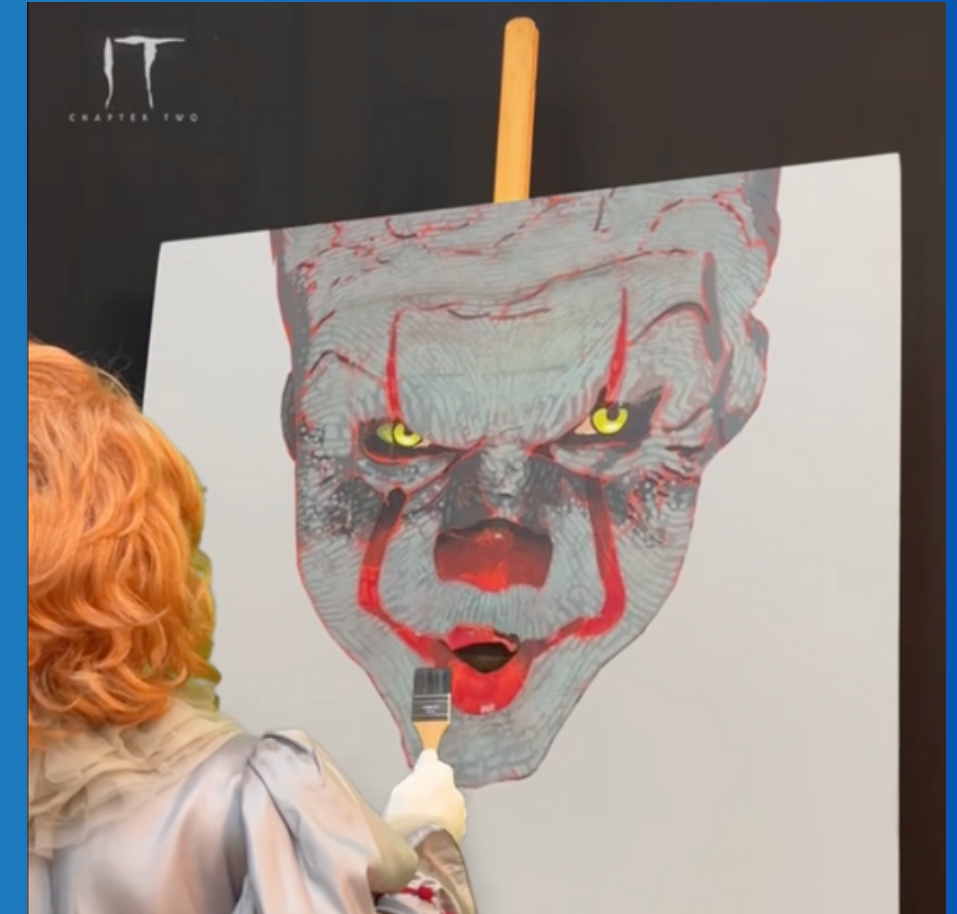
HULUWEEN 2023 WAS THE MOST TALKED ABOUT HULUWEEN TO DATE.

Not only did the campaign see a 63% YoY increase in conversation, but it also made an impact on overall brand chatter (11% of brand volume).



HULU'S CAMPAIGN GENERATED MORE CONVERSATION THAN ALL OTHER STREAMERS AFTER NETFLIX

Halloween is one of the largest cultural moments on social across the streaming industry and drove 222% more chatter than the most talked about cultural month, Pride.



INSTAGRAM AND TIKTOK CONTINUED TO BE THE MOST IMPACTFUL PLACES FOR ENGAGEMENT

Leaning into custom social content that showcased the full breath of titles on platforms as well as exploring partnerships with out of the box creators saw success.

BET AWARDS '20

BET Networks

IN THE MIDST OF THE PANDEMIC & CIVIL UNREST HAPPENING IN 2020, I LED THE SOCIAL STRATEGY EFFORTS FOR THE 2020 BET AWARDS - CELEBRATING BOTH THE 20TH ANNIVERSARY OF THE SHOW AND THE 40TH ANNIVERSARY OF THE NETWORK.



OBJECTIVE:

SHOWCASE THE WIDE VARIETY OF CONTENT FEATURED WITHIN HULU'S SCARY CATALOG AND FIND NEW WAYS TO PROVIDE LINKAGE BACK TO HULU AS THE NUMBER ONE SOURCE FOR ALL THINGS HALLOWEEN.

CHALLENGE:

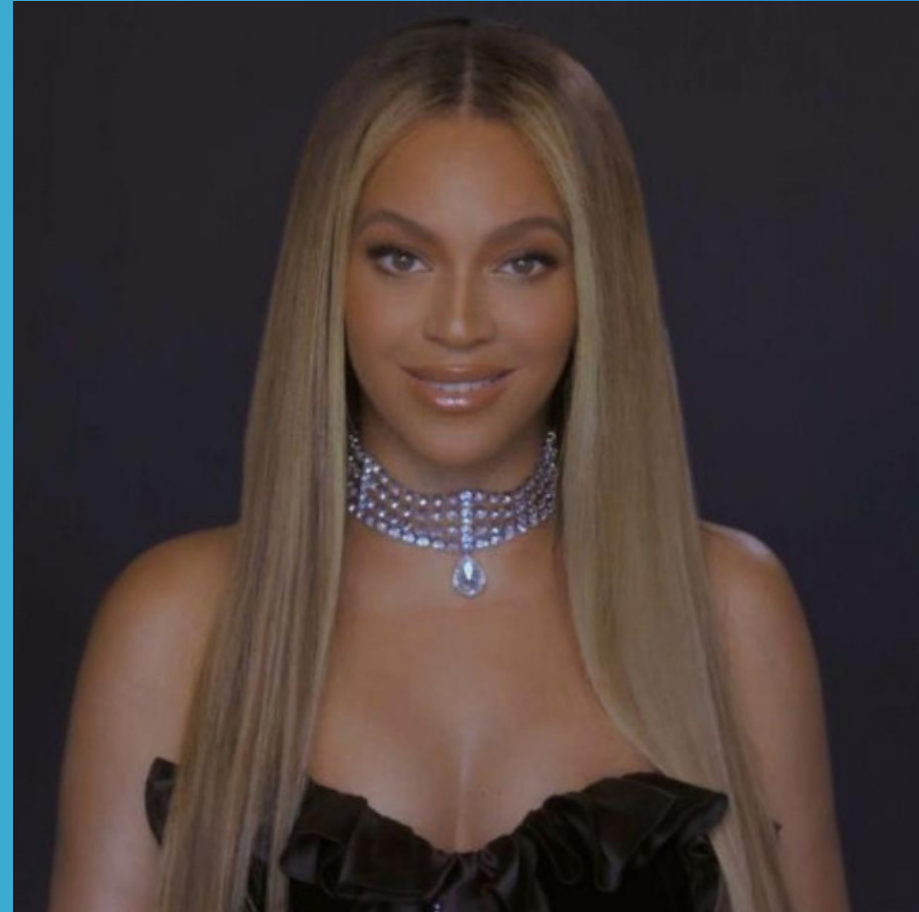
FROM THE HOLLYWOOD STRIKES TO THE PALESTINE/ISRAEL CONFLICT, LIMITED OPPORTUNITIES TO PROMOTE BRAND SAFE CONTENT WITHOUT LEVERAGING TALENT PUSHED ME TO THINK OUTSIDE OF THE BOX.

THE RESULTS



BET SOCIAL GARNERED 30 MILLION VIEWS IN ONE NIGHT

On BET Social, the show generated over 30M views, more than double (+139%) Y-O-Y. Video content featured social-first content that gave a voice to our fans, our talent & more.



OWNED THE TREND

BET Awards generated multiple #1 rankings including

- #1 most social program on day of air. #1 most talked about telecast across all TV for the day.
- #1 driver of social views across all of TV for the day.



BRAND PARTNERSHIP DEALS

New video series content gained backing from premium sponsors such as Toyota, Experian & more!

REAL HOUSEWIVES OF POTOMAC S6 STRATEGY

BRAVO

THE REAL HOUSEWIVES OF POTOMAC RETURNED FOR IT'S 6TH SEASON OF BRAVO AND DOMINATED BRAVO RATINGS AND SOCIAL, MAKING IT BRAVO'S BIGGEST SHOW OF 2021.



OBJECTIVE:

DOMINATE SOCIAL WITH ORIGINAL CONTENT & AND CONVERSATION FOR THE SIXTH SEASON OF REAL HOUSEWIVES OF POTOMAC

CHALLENGE:

HOW DO WE CONTINUE TO ENGAGE THE LARGER BRAVO FANDOM WHILE ALSO ATTRACTING NICHE BLACK AUDIENCES THAT CONNECT WITH THE TALENT?

THE RESULTS



#RHOP OWNS SOCIAL CONVERSATION

#RHOP consistently trended #1 from July 2021 to November 2021. My social strategy for the season included custom engagement and conversation bait tactics that led to 1.5 million mentions across social.

INNOVATIVE SOCIAL FIRST ACTIVATIONS

In the pre-premiere window, I led the social team in producing new social activations that engaged new pockets of the fandom. From HBCU watch parties to Twitter Spaces to IG Rooms, the approach to speaking to our niche audiences paid off.

POP CULTURE MEETS #RHOP

Capitalizing on the social chatter from our #RHOP Super Fan, Nicki Minaj, created a cultural moment across all social platforms and led to liner integration!

THE NEW EDITION STORY

BET Networks

In '16/'17, I CO-LED SOCIAL STRATEGY FOR BET'S NEW EDITION STORY BIOPIC SERIES. THROUGH MY WORK ON THIS SOCIAL CAMPAIGN, #NEWEDITIONBET TOOK OVER SOCIAL MEDIA FOR 3 NIGHTS ACROSS ALL PLATFORMS.



OBJECTIVE:

EVENTIZE BET'S NEWEST LIMITED SERIES IS DEDICATED TO THE LIFE OF NEW EDITION AND ALL OF IT'S RESPECTIVE MEMBERS.

CHALLENGE:

THIS WAS THE FIRST OF ANY KIND AT BET; NEVER BEFORE HAD THERE BEEN A MINI SERIES WITH THIS LEVEL OF MARKETING SUPPORT & PRESSURE TO GET RIGHT. WITH LOW RATINGS ACROSS OTHER BET ORIGINALS, OUR GOAL WAS TO USE NOSTALGIA ON SOCIAL TO GET THE AUDIENCE READY FOR THE MINI-SERIES.

THE RESULTS



LAUNCHED NEW SOCIAL HANDLE @NEWEDITIONBET

Managed the @NewEditionBET social handles that gained 100k followers in a span of 3 days. Content for these pages featured exclusive BTS content captured with talent throughout the campaign.



OWNED THE TREND

#NewEditionBET was #1 most social episode on Facebook & Twitter each night of the series, thanks to my live tweet strategy and community building.

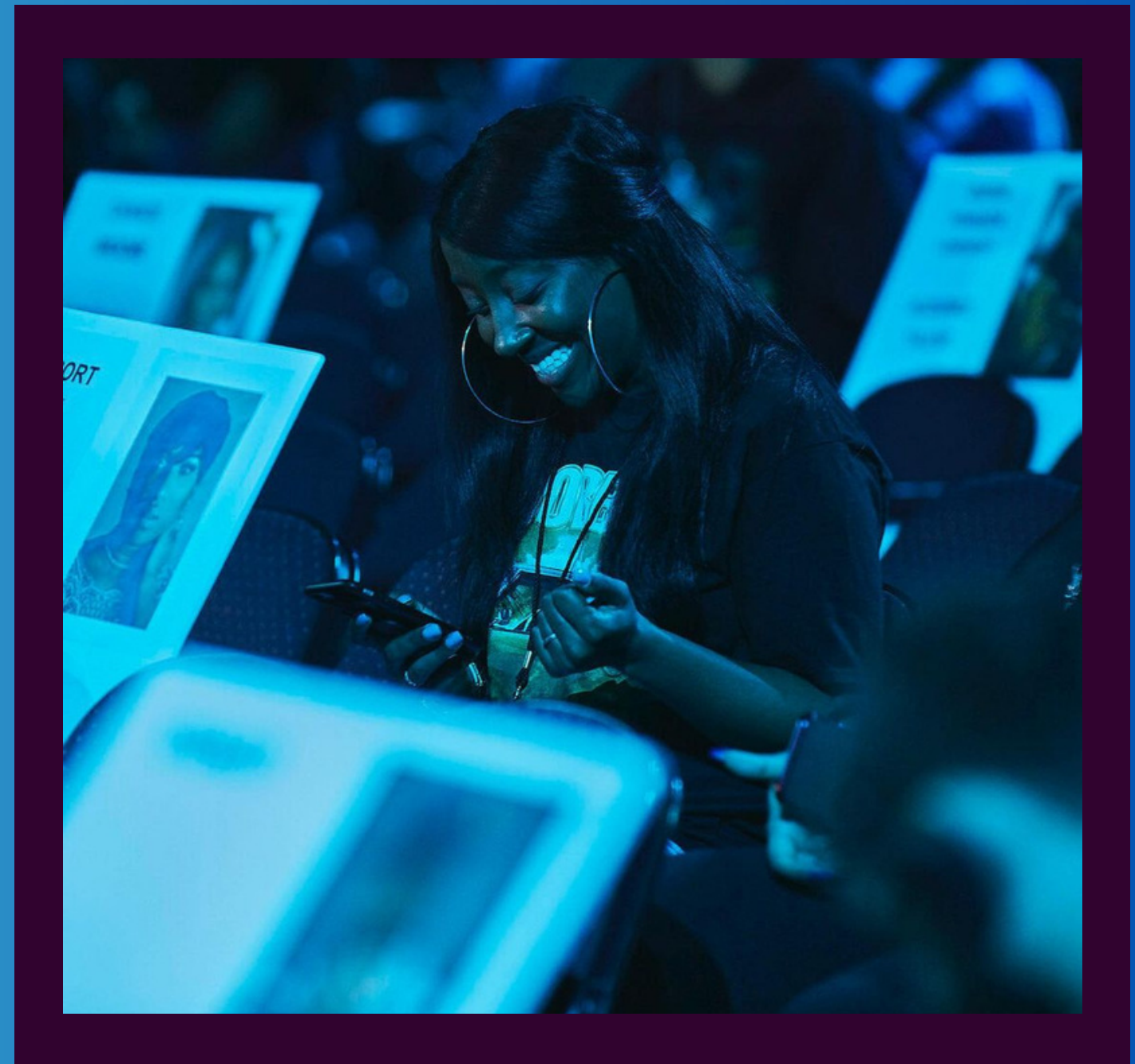


AWARD WINNING WORK.

Our social strategy for The New Edition Story won the Cable Fauxies "Social Media During A Program" and NAMIC "Marketing, All Other Tactics" awards in 2017.

AND WHEN I'M NOT LEADING SOCIAL STRATEGY, I AM PRODUCING SOCIAL VIDEO CONTENT.

After being promoted to Social Producer at BET Networks in 2017, my passion for producing video content began. Merging my technical skills with creativity, I have been able to produce a slate of social video content in support of linear, brand, and other editorial content.



WHEN IT COMES TO PRODUCING, I EXCEL IN...

01

CREATIVE IDEATION & DEVELOPMENT

I OWN CREATIVE IDEATION FOR VIDEO CONTENT AND DEVELOP THE ARCH, STORY AND PARAMETERS NEEDED FOR SOCIAL VIDEO.

02

MANAGING PRODUCTION & DIRECTION

I DIRECT ALL NECESSARY CREW, TALENT, ETC. THROUGHOUT SHOTS. THIS INCLUDES PROJECT MANAGEMENT, INTERVIEWING AND OVERSEEING THE FULL PRODUCTION.

03

MANAGING THE POST PRODUCTION PROCESS

I DEDICATE TIME & ATTENTION TO DETAIL TO THE ENTIRE EDITING PROCESS, PROVIDING KEYNOTES & INSIGHT TO PRODUCE THE FINAL DELIVERABLES

NOTABLE "PRODUCEDBYTORI" CONTENT

CONTENT WHERE I LED ALL CREATIVE DEVELOPMENT, PRODUCING AND POST PRODUCING



BET SOCIAL AWARDS '19
THE TROPHY ROOM
DIGITAL NOMINATION SPECIAL



BET HIP HOP AWARDS '19
DIGITAL INTERNATIONAL CYPHER

NOTABLE "PRODUCEDBYTORI" CONTENT

CONTENT WHERE I LED ALL CREATIVE DEVELOPMENT, PRODUCING AND POST PRODUCING



**BET AWARDS '20 FANINTERVIEWS
SPONSORED BY EXPERIAN**



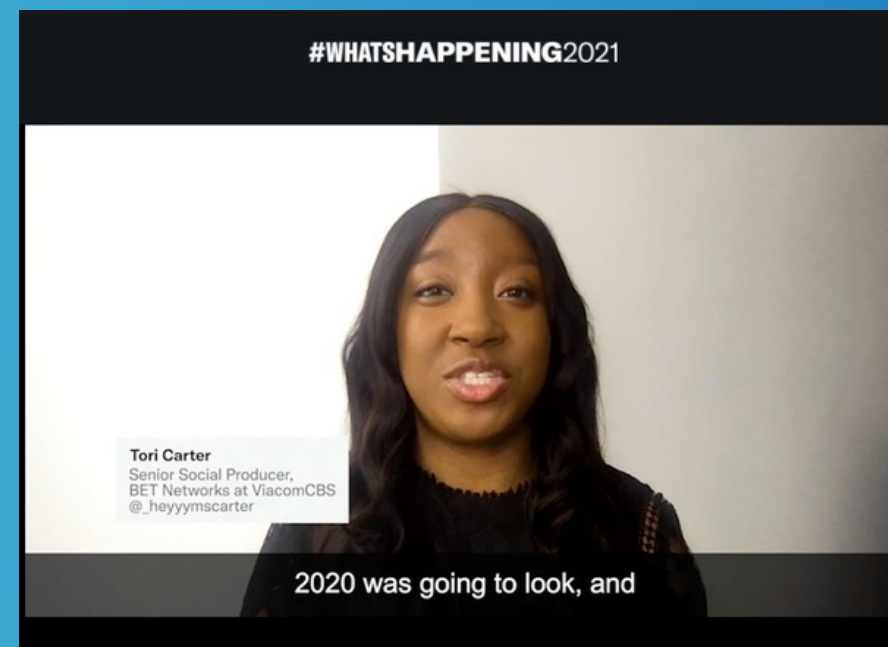
**BET DIGITAL'S PULL UP
FEATURING VIC MENSA**

**I AIM TO BRIDGE THE
GAP BETWEEN MEDIA &
CULTURE.**

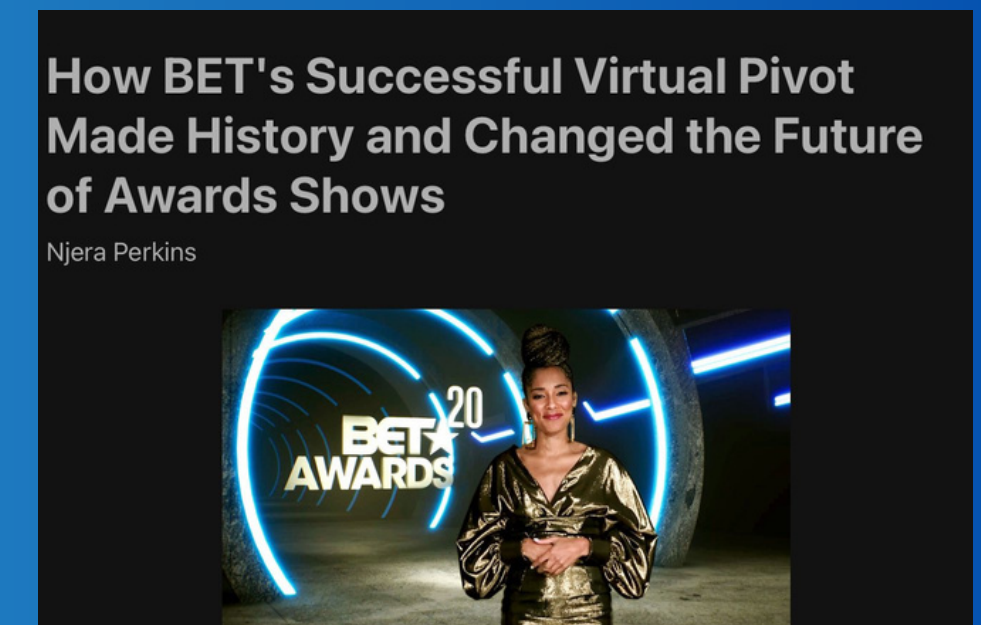
I AM A TRUSTED VOICE WITHIN MEDIA/ENTERTAINMENT



**FORBES 30 UNDER 30 –
MARKETING & ADVERTISING
CLASS OF 2023**



**TWITTER'S
WHAT HAPPENING
SUMMIT 2021**



**BET AWARDS '20
AFROTECH FEATURE**

ANA MARKETERS FEATURE

MY THOUGHT LEADERSHIP & STRATEGIC VISION HAS POSITIVELY IMPACTED HOUSEHOLD MEDIA BRANDS

hulu



BET★

Disney

ONYX
COLLECTIVE

SYFY

AND NOW IT'S TIME TO WORK WITH YOU!

EMAIL

PRODUCEDBYTORI@GMAIL.COM

VIDEO PORTFOLIO

WWW.TORITHEPRODUCER.COM

PHONE

585-690-3669