

KETURAH CARTER

2023 FORBES UNDER 30 HONOREE
SOCIAL MEDIA EXECUTIVE | CREATIVE PRODUCER

EXPERIENCE

Hulu 2022- Present

Senior Team Lead, Brand Social

- Developing the high-level social strategy for the @hulu accounts that showcases ways in for tone of voice, content strategy and more.
- Managing a team of 5+ direct reports to execute vertical-driven campaigns across Brand Social supporting Originals, Live and Licensed. Sports & and more.
- Leading development of social-first content opportunities, primarily for channels such as Instagram & TikTok.
- Leading strategic partnerships with external agencies and partners to produce custom social campaigns across all platforms.
- Strategically managing Brand Social's \$8M budget monthly.
- Collaborating with internal partners within Brand Marketing to develop 360 marketing plans in support of Brand campaigns such as Huluween, Hulu Animayhem, Hulu Has Movies & Hulu Has Live Music.

360i | Denstu 2021- 2022

Associate Director, Social Strategy




- Developed and implemented execution of high-level social strategy campaigns for Bravo & SYFY brand accounts.
- Managed a team of social strategists and creatives for the development of monthly & and campaign-based social creative assets.
- Created reports for clients, providing timely and actionable insights on brand social performance including monthly, wrap and campaign specific reports.

Viacom CBS | BET Networks 2016 - 2021

Senior Social Media Producer

- Developed and executed social marketing campaigns for original programming, tentpoles, and special events such as BET Awards.
- Developed & produced social first video series for channels such as Youtube, Facebook & more in support of priority programming.
- Managed all production logistics for video series from preproduction to post.
- Utilized analytics & metrics for the continued development of all social strategies across platforms.
- Managed teams of 5+ social managers on the ground for tentpole events such as BET Awards, NAACP Image Awards & more.
- Developed original social-first video franchises to be sold to advertisers such as Experian, Toyota & more.
- Worked as social campaign manager across projects and collaborated with internal departments for the development of social creative, execution & sustaining support for priority campaigns.

CONTACT

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-  www.toritheproducer.com

EDUCATION

2012 - 2016

St. John's University

Bachelors, Public Relations

2019 - 2024

The New School

Masters, Media Studies

SKILLSET

- Social Media Strategy
- People Management
- Creative Producing
- Growth Strategy
- Brand Strategy
- Content Development
- Production Management
- Social Analytics Reporting
- Copywriting
- Talent Management
- Influencer Marketing
- Channel Partner Management
- Account Management
- Community Management

HONORS

Forbes Under 30 | Class of 2023

Marketing & Advertising

Cable Faxxies | Social Media During A Program

The New Edition Story, 2017

NAMIC EMMA | Marketing, Tactics, All Other Media

The New Edition Story, 2017