

# KETURAH CARTER

2023 FORBES UNDER 30

SOCIAL MEDIA STRATEGIST | CULTURAL PRODUCER

## 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.

## EXPERIENCE

**Hulu** 2022- Present

Senior Team Lead, Brand Social

- Developing high-level social strategy campaigns for verticals including Originals, Sports, Multicultural, Partner Content & Disney Synergy.
- Managing a team of 5 direct reports to execute social strategies.
- Leading partnerships with external social agencies including but not limited to STN Digital, BEN & more.
- Developing strong working relationships with Leadership including studios, talent, and affiliate partners.

**360i | Denstu** 2021- 2022

Associate Director, Social Strategy


- Developing high-level social strategy campaigns for Bravo & SYFY.
- Leading strategic development for all high-level campaigns, productions and other social-first activations.
- Managing a team of managers, strategists & creatives to execute social strategies and creative asset development.
- Owning creation of high-level reporting documents affecting social strategy such as brand audits, monthly pivots, & ad hoc reports.

**Viacom CBS | BET Networks** 2015 - 2021

Senior Social Media Producer

- Developing & implementing social media marketing campaigns for original programming, tentpoles & special events.
- 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.

## CONTACT

 (585) 690 - 3669

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 www.toritheproducer.com

## EDUCATION

2012 - 2016

**St. John's University**

Bachelors, Public Relations

2019 - 2023

**The New School**

Masters, Media Studies

## SKILLSET

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

## HONORS

**Forbes Under 30 | Class of 2023**

Marketing & Advertising

**Cable Fauxies | Social Media During A Program**

The New Edition Story, 2017

**NAMIC EMMA | Marketing, Tactics, All Other Media**

The New Edition Story, 2017