

TERRA HARPER

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PROFESSIONAL SUMMARY

Visionary Content & Entertainment Leader | Long-Form Storytelling | Cross-Functional Collaboration

Strategic and innovative leader with 15+ years of experience in film, television, and digital content production, specializing in the development, coordination, and delivery of major content projects. Deep expertise in long-form storytelling, documentary production, and creative development for high-visibility entertainment initiatives. Proven ability to serve as a trusted partner and facilitator across diverse teams, ensuring alignment, clarity, and confidence among internal and external collaborators. Passionate about building inclusive, collaborative workflows and supporting the creative process from ideation through execution. Committed to excellence, integrity, and boldness in delivering content that resonates across global audiences and celebrates cultural legacy.

KEY COMPETENCIES

- **Long-Form Content & Storytelling:** Extensive background in developing and producing long-form content, including documentary storytelling, multi-episode formats, and branded video for major studios and global events. Skilled in early-stage narrative exploration, thematic development, and supporting creative vision.
- **Cross-Functional Leadership & Collaboration:** Demonstrated success in connecting teams, clarifying needs, and verifying information to support creative and production processes. Experienced in facilitating communication and alignment across internal stakeholders, external partners, and global collaborators.
- **High-Visibility Project Management:** Adept at operating in evolving, high-profile environments, supporting the flow of creative and logistical information, and ensuring deliverables are met with excellence. Strong track record in managing documentation, meeting flow, and follow-through to empower teams.
- **Stakeholder Communication & Relationship Building:** Exceptional communicator, both written and verbal, with a talent for building relationships and serving as a reliable point of contact for partners, clients, and executive leadership. Skilled at surfacing questions, tracking inputs, and supporting shared understanding.
- **Inclusive & Collaborative Workflow:** Committed to fostering diverse creative perspectives, removing ambiguity, and creating space for co-creation and innovation. Experienced in supporting teams to move forward with confidence in dynamic environments.

AREAS OF EXPERTISE

- Long-Form Content Development & Production
- Unscripted & Scripted Storytelling
- Cross-Functional Collaboration
- Stakeholder Communication & Alignment
- Creative Development Support
- Event & Cultural Content
- Project Coordination & Documentation
- Inclusive Workflow Facilitation
- Brand Building & Engagement

CAREER EXPERIENCE

STRATEGIC ADVISOR

11/2023 - Present

CakeWorks, New York, NY (remote)

Consulting on new business launches, operational strategy, content creation & development, and growth marketing for top-tier clients at the most senior levels.

- Created, implemented, and optimized a digital content and marketing strategy to grow children's author Mo Willems' suite of books, supporting long-form content planning and brand storytelling.

CHIEF EXECUTIVE OFFICER

7/2020 - Present

Lemon Lane Communications, Sherman Oaks, CA

Providing executive-level leadership in the development of custom client solutions in entertainment and media, with a focus on content planning, creative consulting, and strategic brand launches.

- Established and grew a profitable media and entertainment consulting business, delivering creative solutions and supporting content development for influential clients.

VICE PRESIDENT, GENERAL MANAGER – LIGHTWORKERS MEDIA (A ROMA DOWNEY AND MARK BURNETT VENTURE) 2/2018 - 7/2020

MGM Studios, Culver City, CA

Led digital and streaming strategic vision, content creation, and growth marketing to achieve brand development and user growth. Managed a team of 12 FTEs, multi-million-dollar annual budget, and cross-functional initiatives.

- Led deal-making, development, and production of original series for Amazon and Netix and oversaw the development and launch of 15 new value-based social series, leveraging real-time insights to inform long-form content and marketing strategies.
- Oversaw a slate of 30+ series, podcasts, and features in various stages of development and negotiation.
- Developed incremental revenue streams, and oversaw premium video, podcasts, marketing, product, social, editorial, and operations.
- Increased portfolio of brands to over 23.2M+ social fans and 1.8B short-form video views in 2019 through robust digital and social strategies.
- Delivered strategic planning and project management for a multi-million-dollar P&L, coming in under budget while meeting or exceeding defined KPIs.
- Revamped brand strategy, increasing engagement by 500% within three months.
- Represented LightWorkers Media in high-level pitches to venture capitalists for a \$100M capital raise.
- Reported to the President Television, MGM; created and presented quarterly business reviews to C-suite, articulating content strategies and results.

VICE PRESIDENT, REVENUE – LIGHTWORKERS MEDIA

2/2017 - 2/2018

MGM Studios, Culver City, CA

Developed and executed revenue and growth plans, overseeing all digital monetization and collaborating cross-functionally to optimize content opportunities and user engagement.

- Strategized and optimized revenue streams by integrating content, product, and marketing efforts.
- Built and managed agency and holding company relationships, supporting brand growth and retention initiatives.

MANAGING DIRECTOR; HEAD OF DIGITAL SALES, OPERATIONS, AND INTEGRATED MARKETING

7/2008 - 2/2017

Whalerock Industries (FKA BermanBraun), West Hollywood, CA

Directed a team across sales, marketing, and operations, leading the transition of ad sales in-house and developing new processes for revenue tracking and campaign optimization.

- Developed and executed disruptive 360° marketing programs, scaling video, experiential, custom, mobile, native, and programmatic opportunities.
- Integral in securing a \$100M multi-year partnership deal and managing large-scale revenue-generating partnerships with major platforms.
- Led cross-functional teams in the development and execution of innovative content and marketing campaigns, optimizing for performance and ROI.
- Developed sales collateral and strategic business plans, presenting to executive stakeholders and partners.

SALES DEVELOPMENT DIRECTOR, CREATIVE AD SOLUTIONS EXECUTIVE

10/2009 - 12/2012

Whalerock Industries (FKA BermanBraun), West Hollywood, CA

- Key player in closing \$10M in annual revenue, managing the delivery of strategic, custom ad solutions across digital platforms.
- Collaborated with editorial and product teams to optimize campaigns and report on post-campaign analytics, driving continuous improvement.
- Managed cross-functionally to develop 360° programs and “big idea” custom programs.

DIGITAL VIDEO PRODUCER, DIGITAL SPECIALIST

7/2008 - 10/2009

Whalerock Industries (FKA BermanBraun), West Hollywood, CA

- Contributed to the development and launch of 9 digital brands, consulting on digital direction and product enhancements.
- Produced advertiser-supported branded video content, organically integrating brand messaging and optimizing for audience engagement.

PRODUCER, ASSOCIATE PRODUCER, PRODUCTION MANAGER, POSTPRODUCTION SUPERVISOR

2/2005 - 7/2008

Blue Collar Productions, Inc., West Hollywood, CA

- Oversaw global marketing material creation for premium titles for major studios such as Shrek, Madagascar, War of the Worlds, Bee Movie, Superbad, etc.
- Produced IOC pitch video which helped secure Quincy Jones as the only American Artistic Advisor for the 2008 Beijing Summer Olympics, demonstrating experience with Olympic content and global event storytelling.

- Managed teams and projects from concept to final edit, overseeing production, technology upgrades, and cross-functional collaboration.
- Developed and implemented processes to optimize workflow and deliver high-quality content on time and within budget.
- Hired and supervised voice talent and recording sessions inclusive of different languages based on country needs.
- Oversaw final delivery including online and QC per studio specs and international delivery needs.

COORDINATOR TO HEAD OF STRATEGIC PLANNING AND FINANCE

2/2004 - 2/2005

DreamWorks Home Entertainment, Glendale, CA

PROFICIENCIES & SKILLS

Tools & Technologies: Expert in Mac and PC formats, Excel, Word, PowerPoint, Outlook, Canva, comScore, Google Analytics, Omniture, Monday, Trello, Asana, Jira, Slack, Egnyte, Salesforce CRM, Filemaker Pro, iMovie, Capcut, AirTable

Non-Technical Qualifications:

Extremely positive social impact enthusiast with a go-getter work ethic and a passion for storytelling. A sincere belief in people and that relationships are key to success. Entertainment buff well-versed in pop-culture and lifestyle content, well-traveled, exceptional creative writing skills, entrepreneurial with the ability to multi-task/wear many hats.

PERSONAL INTERESTS

Avid runner and health & fitness enthusiast. A love of global cultures and travel. Always up for an adventure when not entertaining and cooking for friends – especially on football Sundays. Volunteering whenever possible at a local elementary school. Expert playlist curator. A true kid at heart.

EDUCATION

Bachelor of Arts, Communications: Television, Radio, Film – Cum Laude

S.I. Newhouse School of Public Communications, Syracuse University, Syracuse NY

Bachelor of Arts, Psychology – Cum Laude

College of Arts and Sciences, Syracuse University, Syracuse NY

Syracuse Study Abroad – LONDON, ENGLAND.

Languages: Fluent in English; Proficient in French