

TERRA HARPER

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PROFESSIONAL SUMMARY

Digital Strategy & Entertainment Media Executive | Multi-Platform Growth | Revenue & Audience Leader

Dynamic executive with over a decade of experience leading digital programming, social strategy, and content innovation for top-tier entertainment and media brands. Expert in developing and executing holistic, data-driven content strategies across YouTube, social, and emerging platforms, with a strong focus niche audience development and IP. Proven track record in building and scaling digital businesses, driving audience engagement, and optimizing content performance through analytics and platform best practices. Adept at managing cross-functional teams, agencies, and vendor partners to deliver high-impact, brand-aligned programming. Passionate about storytelling, fan engagement, and leveraging trends in short-form video to grow iconic brands.

- **Visionary Digital Leader:** Self-starter with extensive experience designing and executing creative and operational strategies to increase revenue, expand content reach, and grow engaged audiences. Demonstrated success in building brand IP, optimizing digital products, and leading teams through dynamic industry shifts.
- **Strategic Growth Driver:** Skilled in conceptualizing and implementing cross-platform digital and social strategies, identifying and executing KPIs, and collaborating with ad sales, sponsorship, and nance teams to unlock new revenue streams. Strong analytical mindset with a focus on metrics-driven decision-making and long-range planning.
- **Editorial & Content Innovator:** Deep command of editorial best practices, digital video production, and content syndication. Experienced in developing original programming, podcasts, and social-first series, and leveraging SEO and data insights to drive traffic, engagement, and brand sentiment.
- **Exceptional Communicator & Team Builder:** Inspirational leader with a talent for motivating teams, fostering collaboration, and presenting to C-suite and board-level stakeholders. Skilled at managing relationships with partners, clients, and internal teams across editorial, marketing, product, analytics, and legal.

AREAS OF EXPERTISE

- Digital Programming & Social Strategy
- Animation, Family & Kids Media
- YouTube Channel Strategy & Optimization
- Multi-Platform Content Calendars
- Audience Development & Fan Engagement
- Data-Driven Decision-Making & Analytics (YouTube Analytics, Sprinklr, Tableau, Google Analytics)
- Cross-Functional Leadership & Stakeholder Communication
- Vendor & Agency Management
- Editorial & Platform-Native Content Innovation
- Trend Analysis & Short-Form Video
- Revenue Growth & Monetization
- Strategic Partnerships & Integrations

CAREER EXPERIENCE

CEO & STRATEGY CONSULTANT

7/2020 - Present

Lemon Lane Communications, Sherman Oaks, CA

- Provide executive-level leadership in digital programming, content strategy, and business development for entertainment and media clients, including those in the animation and family space.
- Develop and oversee multi-platform content calendars, growth marketing, and brand launches, ensuring alignment with client priorities and audience engagement goals.
- Advise on YouTube and social channel strategy, content mix, and platform-native video formats, leveraging analytics to optimize performance and drive innovation.
- Manage cross-functional teams and external partners, fostering collaboration and operational excellence.
- Led the development and optimization of a digital content and growth marketing strategy for a major children's author, building brand recognition and audience engagement across social and YouTube platforms.

STRATEGIC ADVISOR

11/2023 - 12/2024

CakeWorks, New York, NY (remote)

- Consulting on new business launches, operational strategy, growth marketing, content creation and development, board presentations, and revenue for top-tier clients at the most senior levels.
- Developed and optimized a digital content and growth marketing strategy for a major children's author, leveraging multi-platform tactics to build brand recognition and audience engagement.

VICE PRESIDENT, GENERAL MANAGER – LIGHTWORKERS MEDIA (A MARK BURNETT VENTURE)
MGM Studios, Culver City, CA

2/2018 - 7/2020

- Developed and executed digital programming and publishing strategies for a portfolio of family and inspirational brands, growing social audiences to 23.2M+ and generating 1.8B short-form video views in 2019.
- Oversaw cross-platform editorial calendars, content mix, and publishing plans, ensuring alignment with brand priorities and campaign beats.
- Revamped brand strategy, increasing engagement by 500% within three months through data-driven optimization and platform best practices.
- Managed relationships with creative agencies, vendors, and platform representatives to unlock new content formats and partnerships.
- Led a slate of 30+ series, podcasts, and features, including original programming for Amazon and Netflix, and launched 15 new social-first series.
- Represented the company in high-level pitches to venture capitalists for a \$100M capital raise.
- Spearheaded digital and streaming strategy, content creation, and innovation to drive brand development and audience growth, with a focus on family-friendly and animation-adjacent content.
- Led a team of 12 FTEs, achieving 100% employee retention and consistently exceeding annual KPI goals.
- Managed multi-million-dollar P&L, developed incremental revenue streams, and oversaw premium video, podcasts, marketing, product, social, editorial, and operations.
- Utilized performance insights and analytics tools (YouTube Analytics, Google Analytics) to guide programming decisions and optimize channel strategy.
- Reported to the President, Television, MGM; created and presented quarterly business reviews to C-suite.

VICE PRESIDENT, REVENUE – LIGHTWORKERS MEDIA
MGM Studios, Culver City, CA

2/2017 - 2/2018

- Oversaw all digital monetization, including .com, video, mobile, and social, and developed custom solutions for partners and sponsors.
- Collaborated with content, product, and marketing teams to optimize revenue opportunities and digital-first integrations.
- Built and managed agency and holding company relationships, driving digital revenue growth and strategic partnerships.

MANAGING DIRECTOR; HEAD OF DIGITAL SALES, OPERATIONS, AND INTEGRATED MARKETING
Whalerock Industries (FKA BermanBraun), West Hollywood, CA

7/2008 - 2/2017

- Directed digital sales, operations, and integrated marketing for entertainment and lifestyle brands, including those with animation and family content.
- Secured a \$100M multi-year partnership with Starcom Mediavest and managed revenue-generating partnerships with AOL, MSN, YouTube, and P&G.
- Developed and executed 360° digital programs, collaborating with editorial and product teams to optimize campaign performance and reporting.
- Produced advertiser-supported branded video content and contributed to the launch of 9 digital brands, consulting on digital direction and product enhancements.

PRODUCER, ASSOCIATE PRODUCER, PRODUCTION MANAGER, POSTPRODUCTION SUPERVISOR
Blue Collar Productions, Inc., West Hollywood, CA

2/2005 - 7/2008

- Managed editorial teams, scheduled and tracked projects, and wrote promotional materials for global campaigns, including family and animation projects.
- Oversaw production logistics, technology upgrades, and final delivery for international distribution.
- Liaised with networks, clients, legal, and talent to ensure compliance and approvals.

COORDINATOR TO HEAD OF STRATEGIC PLANNING AND FINANCE
DreamWorks Home Entertainment, Glendale, CA

2/2004 - 2/2005

- Supported strategic planning and finance for home entertainment releases, including animated and family titles.

PROFICIENCIES & SKILLS

- **Tools & Technologies:** IAB Certified. Expert in Mac and PC, Excel, Word, PowerPoint, Outlook, Canva, comScore, Google Analytics, Omniture, Trello, Slack, Egnyte, Monday, Salesforce CRM, Filemaker Pro, iMovie, Airtable, YouTube Analytics,

Sprinklr, Tableau.

- **Non-Technical Qualifications:** Entrepreneurial spirit, exceptional creative writing, strong relationship-building, and a passion for digital media, animation, and entertainment. Positive, impact-driven leader with a go-getter work ethic and a deep understanding of pop culture, family, and kids content.

THE FUN STUFF

Avid runner and health & fitness enthusiast. Passionate about global cultures and travel. Enjoys entertaining and cooking for friends, especially on football Sundays. Expert playlist curator. Regular volunteer at a local elementary school. A true kid at heart.

EDUCATION

- **Bachelor of Arts, 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