

Jess Harris-DiStefano

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PROFESSIONAL SUMMARY

Strategic media and digital platform executive with 18+ years of progressive leadership experience across technology companies and entertainment studios, including direct YouTube ecosystem expertise from a leadership tenure at YouTube/Google. Proven track record scaling multi-channel, multi-market digital portfolios, driving audience growth and monetization, and partnering with senior executive stakeholders — Marketing, Legal, Sales, Finance, and Technology — to translate business objectives into channel strategy and P&L-accountable operations. Deep relationships across major studios and streaming platforms (Warner Bros., Disney, Netflix, Lionsgate, Fox) through an active WGA screenwriting career, combined with hands-on experience managing premier brand IP and franchise-level content programs. Skilled at building creator, talent, and brand partnerships, and implementing data-driven governance frameworks that deliver measurable revenue, engagement, and operational results.

CORE COMPETENCIES

YouTube & Social Platform Strategy | Channel Growth & Monetization | Portfolio & Franchise Management | Cross-Functional Executive Stakeholder Management | Content Programming & Distribution | P&L Accountability & Revenue Growth | Audience Development & Engagement | Data-Driven Decision Making & KPI Analytics | Creator, Talent & Brand Partnerships | IP Stewardship & Governance | Digital Ecosystem & Platform Operations | Change Management & Organizational Development

PROFESSIONAL EXPERIENCE

AI Solutions Director

Monks | September 2025 – Present | Los Angeles, CA

- Own large-scale content production strategy and end-to-end content workflows and systems for Fortune 500 clients — including Coca-Cola, Amazon, Meta, S.C. Johnson, T-Mobile, and GM — spanning ideation, production, post-production, and multi-channel publishing at enterprise scale.
- Design and implement always-on content operating models and channel-management guidelines that let global brand portfolios sustain high-volume, high-velocity publishing cadences while protecting quality and brand consistency.
- Build and manage centralized production and AI-enabled workflow teams, establishing prioritization frameworks and resource-allocation standards that scale content output across multiple concurrent client accounts and content types.
- Partner directly with client marketing, creative, legal, and brand leadership to align content programming, publishing governance, and platform strategy with each organization's commercial and brand objectives.
- Manage vendor and technology partner relationships across the content supply chain, evaluating build-vs-buy-vs-partner approaches and integrating new tools and systems into existing production infrastructure.
- Develop and present KPI frameworks tracking production efficiency, cost savings, and content performance to C-level and client stakeholders, modeling data-informed decision-making for adoption at scale.
- Establish governance frameworks and best practices, ensuring brand-safe, compliant, and consistent content production across every client portfolio.

Head of Video (Contract)

Wondery | August 2022 – July 2024 | Los Angeles, CA

- Owned channel strategy and P&L-accountable operations for Wondery's video podcast portfolio, driving \$2M in revenue growth and a 35% increase in audience engagement through data-informed programming decisions.
- Built and scaled distribution partnerships across platforms, expanding channel reach by 400% year-over-year and establishing repeatable playbooks for portfolio-wide content distribution.
- Directed cross-functional teams of producers, editors, and vendors, implementing milestone-tracking and workflow systems that improved productivity by 20% while reducing production costs through strategic vendor negotiation.
- Established KPI tracking and performance analytics frameworks to optimize channel health, audience growth, and monetization, continuously refining programming strategy based on platform data.

Head of Creative Operations, Brand & Creative

TikTok | January 2022 – July 2022 | Los Angeles, CA

- Provided operational and strategic leadership for global social and brand activations with \$25M budget accountability, partnering with Finance, Marketing, Product, and Creative leadership to drive margin improvement and platform performance.
- Built an operational roadmap that increased project efficiency by 30%, aligning workflows and publishing cadence across departments to support consistent brand narratives across every audience touchpoint.
- Managed relationships with 30+ vendors, creative, and platform partners across global markets, negotiating agreements that balanced service quality, cost efficiency, and platform priorities.
- Spearheaded multi-channel social campaigns, achieving a 35% improvement in engagement through data-driven programming and audience-development strategy.

Head of Creator & Diversity Programming, YouTube Spaces

YouTube | October 2017 – May 2021 | Los Angeles, CA

- Directed YouTube's creator and content programming operations across four global production studios, leading 85+ team members and overseeing budget, resource allocation, and channel/portfolio performance across North and South American markets.
- Partnered with Sales, Marketing, Technology, and Legal teams to align platform strategy, execute shared programming objectives, and ensure content and IP practices met organizational and legal standards — direct experience embedding cross-functional governance into a major YouTube-owned property.
- Built and scaled a multi-market creator and programming portfolio, developing strategic partnerships with cultural institutions and industry leaders that expanded audience development, programming reach, and new monetization opportunities across the YouTube ecosystem.
- Led large-scale experiential and franchise-adjacent programming from concept through execution, managing prioritization and resource allocation across concurrent projects to maximize channel health and creator/audience engagement.
- Developed scalable operational workflows across a portfolio of studio locations, establishing the channel-management guidelines, publishing governance, and workforce planning required to run a best-in-class YouTube channel ecosystem.

Senior Producer, The Zoo

Google | October 2014 – October 2017 | New York, NY

- Led digital-first brand experience strategy and execution for Google-affiliated content, managing the full project lifecycle from creative brief through launch across multiple platforms and audience touchpoints.
- Directed cross-functional teams to deliver multimedia and social campaigns, improving operational efficiency by 20% through process and workflow optimization.
- Implemented project-tracking and analytics frameworks to monitor KPIs and platform performance, informing ongoing content and distribution decisions.
- Streamlined vendor management and licensing/contracting processes, reducing turnaround time by 20% through automation and operational discipline.

Senior Producer, Nike

R/GA | January 2011 – October 2014 | New York, NY

- Managed strategy and delivery for premier global brand IP — including Nike Fuelband, Nike+ Basketball, Nike+ Running, and Nike+ Fitness — across digital-first, multi-platform campaigns.
- Coordinated cross-departmental resources and aligned execution to protect brand consistency and achieve business objectives across a portfolio of flagship franchise initiatives.

EARLIER PROFESSIONAL EXPERIENCE

Producer, Arkadium (2010–2011) | Project Consultant, Unified Field (2009) | Production Coordinator, Atari (2008–2009) | Narrative Designer, Longtail Studios (2005–2008)

EDUCATION

Bachelor of Fine Arts (B.F.A.), Writing for Film and Television — University of Southern California, Los Angeles, CA, 2004

TECHNICAL SKILLS & EXPERTISE

Operations & Project Management: Agile & Scrum Methodologies, Asana, Trello, Jira, Airtable, Process Automation

Financial & Platform Analytics: Budget Management, P&L Management, Forecasting, Channel & Platform Performance Analytics, Data Visualization, KPI Tracking & Reporting

Technology Platforms: Google & Microsoft Suite, Adobe Creative Suite, AI-Enabled Tools for Operational Efficiency

Specialized: Channel & Content Programming, Creator & Talent Partnerships, Digital Campaign Management, Vendor & Contract Management, IP/Brand Governance & Compliance, Event Production Management

ADDITIONAL PROFESSIONAL ACTIVITIES

Active Screenwriter & Content Consultant | 2015 – Present

- Member of the Writers Guild of America (WGA), with direct relationships across major studios and streaming platforms.
- Provide editing, content strategy, and distribution consulting services for digital creators, studios, and streaming platforms.
- Developed screenplays and television projects for Castle Rock, AGC, Warner Bros., Lionsgate, Fox, Disney, and Netflix.