

Lauren Wiener

laurentwiener1216@gmail.com | 516-417-4616 | New York, NY

Digital content leader with 10+ years turning beloved IP into content people actually want to watch I've grown a major studio's YouTube portfolio, developed a character-driven live-action docuseries, launched short-form social franchises, and turned a deep film library into clips and series that keep earning views

EXPERIENCE

The Walt Disney Studios

Nov 2022 – June 2026

Manager, Digital Marketing

New York, NY

- Drove 300% subscriber growth and 200M+ monthly views across the Disney Made For Kids YouTube portfolio through data-informed programming and audience insights
- Reframed clips and compilations from Disney's classic film library for modern audiences, driving a significant increase in Watch Time Hours
- Created content franchises linking Disney IP to emerging social and digital trends, designing platform-specific formats built for shareability and audience growth
- Delivered 600+ videos on time and on budget by managing production schedules and a roster of third-party production partners
- Pitched and produced annual content slates across lines of business – Consumer Products, filmmakers, and international markets – coordinating multi-brand programming calendars to maximize IP usage
- Built scalable localization workflows enabling tailored content releases across global markets while maintaining brand consistency

Marvel Entertainment

Aug 2019 – Nov 2022

Creative Manager

New York, NY

- Led development and production of digital content across Marvel's slate – from short-form social series to long-format franchise extensions – growing brand presence and audience engagement
- Built scalable localization workflows enabling tailored content releases across global markets while maintaining brand consistency
- Managed story and production for a Disney+ docuseries (Marvel 616 Project) in partnership with external production companies
- Directed development, production, and distribution of children & family digital productions
- Built and maintained partnerships with key platforms and preferred production vendors

Leftfield Pictures

July 2017 – Aug 2019

Development Associate

New York, NY

- Managed relationships with networks, talent, and agencies to develop and produce scripted and unscripted series, including ALONE and other spin-offs
- Built pitch decks and budgets that helped secure 8 network pitches and series greenlights for development projects
- Created tracking systems for archived ideas, international formats, and active slate projects

ITV

June 2015 – July 2017

Executive Assistant to President & Digital Development Assistant

Los Angeles, CA

- Coordinated projects across development, pre-production, and production, and maintained the creative slate to keep a global creative team organized and aligned
- Developed new ideas and evolved existing formats; created treatments, sizzles, and pitch materials for scripted and unscripted network presentations

EDUCATION

B.A., Film & Business (Film & Media Management), Emory University

May 2015

SKILLS & INTERESTS

Content strategy & development, audience growth, content programming, editorial planning, tennis, golf, AI, Adobe Suite, CapCut, News & Pop-Culture Junkie