

TORREY BELL

EXECUTIVE STORYTELLER

AUDIENCE STRATEGY

CULTURAL CONNECTION

BRAND TRANSFORMATION

📍 New York, NY | ✉️ torrey@torreybellcreative.com |  [linkedin.com/in/torreybell](https://www.linkedin.com/in/torreybell) | 🌐 torreybell.com

SUMMARY

Executive storyteller, audience strategist, and brand transformation leader with 25+ years of experience helping legacy brands evolve through moments of cultural, technological, and consumer-behavior change.

Track record of building scalable audience ecosystems, transforming storytelling into measurable business growth, and designing operational infrastructure across television, digital, social, livestream, and emerging platforms.

Trusted by executive leadership, talent, public figures, and cross-functional stakeholders to lead with strategic judgment, discretion, and calm execution in high-visibility environments.

SELECTED IMPACT

Built audience ecosystems that transformed traditional media brands into multi-platform engagement businesses.

Developed audience engagement models ahead of market adoption, including second-screen programming, content lifecycle monetization, livestream strategy, and platform-native audience development.

Repeatedly trusted by executive leadership for expanded strategic roles across launches, transformations, and high-visibility brand environments.

Helped shape culturally defining brands including NBC, Bravo, Oxygen, *The Wendy Williams Show* and *Sherri*.

EXPERIENCE

TORREY BELL CREATIVE

Independent Creative Leadership Platform | 2008–Present

Selective advisory consultancy focused on strategy, storytelling, and brand transformation.

DEBMAR-MERCURY

Supervising Producer, Digital Media | *Sherri* | 2022–2026

Producer, Digital & Social | *Nick Cannon* | 2021–2022

Producer, Digital & On-Air Promotion | *Central Ave.* | 2021–2022

Led digital transformation, audience growth strategy, and content ecosystem development across nationally syndicated entertainment brands.

Built and scaled *Sherri* into an award-recognized, always-on multi-platform audience ecosystem spanning social, digital, livestream, GIF distribution, and emerging audience channels.

Developed content lifecycle and monetization strategies extending brand value beyond broadcast through archive reactivation, themed livestream programming, and platform-native engagement.

Designed scalable publishing systems and cross-functional workflows supporting executive leadership, legal, PR, talent, branded partnerships, and rapid daily execution.

Helped evolve celebrity-led brands into socially native, audience-driven content businesses through strategic storytelling and audience behavior insight.

STUDIO CITY

Executive Creative Director | 2014–2020

Led strategic creative direction and brand stewardship for *The Wendy Williams Show*, Debmar-Mercury pilot and spin-off projects and other entertainment properties.

Directed multi-platform brand strategy and audience-facing campaigns for one of daytime television's most culturally influential personality-driven brands.

Partnered with executive leadership, publicity, production teams, and brand stakeholders in high-visibility, reputation-sensitive environments.

Led bi-coastal creative teams across broadcast, digital, social, branded content, and original initiatives.

TELEPICTURES | 2C MEDIA

Creative Director | 2013–2014

Led on-air creative and helped shape audience-facing brand strategy for the syndicated daytime series *Bethenny*.

OXYGEN MEDIA – NBCUNIVERSAL

Creative Director, On-Air Promotion | 2009–2013

Led promotional innovation and audience strategy during a major shift toward socially connected entertainment - most notably creating *America's Next Top Model Obsessed*, an early second-screen co-viewing experience transforming passive reruns into interactive fandom engagement.

As head of the promo department, directed campaigns and audience engagement initiatives across broadcast, digital, VOD, and emerging platforms.

ENDEMOL USA

Development Producer | 2007–2008

Developed original unscripted entertainment concepts informed by audience trends, emerging formats, and talent-driven storytelling, including early work connected to *Wipeout*.

BRAVO MEDIA – NBCUNIVERSAL

Senior Producer / Manager of New Media Integration | 2003–2007

Transitioned from NBC into Bravo during the network's cultural ascent, helping pioneer early digital-media integration by building cross-functional systems that connected on-air promotion, digital platforms, and emerging audience engagement initiatives.

Promoted into the newly created role of Manager of New Media Integration, bridging traditional television marketing with evolving digital audience behavior.

Executed award-winning campaigns for culturally defining franchises including *Project Runway*.

NBC

Writer / Producer / Editor, The NBC Agency | 2001–2003

Produced award-winning promotional campaigns for NBC entertainment, sports, news, and special-event programming, including the Olympics.

Contributed early development work on *She Spies* and *Little Black Book*, helping drive a transition into entertainment development.

EDUCATION

University of North Texas
Bachelor of Arts, Journalism / Public Relations

CORE CAPABILITIES

Audience Growth | Brand Transformation | Content Strategy | Creative Leadership | Digital Transformation | Operational Design | Audience Engagement | Cross-Platform Monetization | Team Leadership | Stakeholder Management



I help brands *evolve* at the intersection of culture,
audience behavior & storytelling –
turning attention into *connection*
and connection into *growth*.