

KRIS DODD

Director of YouTube Channels

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Professional Summary

A brand management and digital marketing professional specializing in media strategy, account management, content marketing, SEO, and the production of original content. Experienced in managing extensive channel networks, implementing data-driven editorial strategies, and overseeing content distribution across major digital platforms to maximize audience reach.

Professional Experience

Animaj

London, United Kingdom

Director of Channels

Mar 2025 – Present

- Oversee YouTube content distribution across three major IPs (Pocoyo, HeyKids, Kidibli), feeding editorial strategies to production teams to reach an audience of over 130 million.
- Manage multiple YouTube Content Management Systems (CMS) and develop strong rights management networks by overseeing manual claiming, reference file ingestion, and the onboarding of content to internal systems, liaising closely with production to ensure timely delivery.
- Utilize YouTube analytics, Tubular Labs, and internal tools to make data-driven decisions that grow brands and provide actionable insights to production teams.
- Develop editorial strategies and align promotional asset releases across social media and DSPs for the IP's music distribution network.

Senior Channel Manager

Jul 2023 – Mar 2025

- Managed YouTube content distribution across 26+ channels, driving editorial strategies for the Pocoyo brand to an audience of over 40 million.
- Created high-quality, optimized content across short-form platforms including TikTok, Instagram Reels, and YouTube Shorts.
- Managed and optimized content distribution across Amazon Prime Video Direct.

Digital Content Manager

Feb 2023 – Sep 2023

- Oversaw distribution and editorial strategies across YouTube and Facebook to ensure maximum reach and brand development.

Moonbug Entertainment

London, England, United Kingdom

Channel Manager

Jul 2021 – Feb 2023

- Managed over 15 YouTube channels, including high-profile IPs such as CoComelon, Blippi, Morphle, and Lellobee, with some channels growing by over 8 million subscribers.
- Co-managed the Lellobee brand, utilizing YouTube Analytics to make data-driven scheduling and channel strategy decisions.
- Edited and optimized video content and thumbnails for YouTube and Amazon Prime using Adobe Premiere and Photoshop.
- Composed, mixed, and mastered 6 Ambient Albums released with Universal Music Group.

Early Career Experience

Organic Studios London

Jul 2018 – Jun 2019

Digital Marketing Intern

Electric Spring Festival (University of Huddersfield)

Feb 2017 – Feb 2018

Volunteer

Molinare

Feb 2016

Production Runner

Education & Awards

- **Bachelor's Degree in Creative Music Technology** | The University of Huddersfield (2016 – 2020)
- **Secondary Education** | St Georges VA School, Harpenden (2009 – 2016)
- **Honors:** J Woods and Sons Composition Award

Skills & Certifications

- **Skills:** YouTube CMS & Rights Management, Audience Analytics (Tubular Labs), Editorial Strategy, SEO, Content Marketing, Video Editing (Adobe Premiere, Photoshop), AI Tools (Anthropic Claude).
- **Certifications:** YouTube Asset Monetization, Claude 101.