# The creator economy offers new career opportunities for entertainment professionals amid Hollywood job losses



The creator economy is rapidly emerging as a significant source of employment opportunities for those affected by the ongoing contraction and challenges within traditional Hollywood employment sectors. The Ankler’s newsletter "Like & Subscribe," focusing on the creator economy, has highlighted this growing trend as a new avenue for entertainment professionals seeking work.

Amidst an industry landscape marked by pandemic-induced disruption, strikes, wildfires, and an overall reduction in production roles—most notably with The New York Times reporting a loss of approximately 18,000 full-time film and TV production jobs in California alone over the past three years—there is a contrasting surge in job openings in the digital-first content creation space.

A notable example is the Burbank-based Dhar Mann Studios, which produces scripted YouTube content with a social message. The studio currently lists 13 open positions, including high-level roles such as a general counsel and chief financial officer, with compensation packages reportedly reaching $300,000 per year plus bonuses and equity. Additionally, there are openings for content writers paid at $700 per script. Other digital creators also actively recruit; for instance, basketball content creator Jesser has advertised a Los Angeles-based thumbnail designer role offering a starting salary of $90,000, including health insurance and a 401(k) plan.

Scott Fisher, founder and chairman of Select Management Group, which represents digital-first talent like Eva Gutowski and Jordan Chiles, emphasises the accessibility and abundance of opportunities in the creator economy. "There’s so much opportunity out there and it’s so easy to tap into," Fisher remarked. His agency has successfully transitioned traditional entertainment professionals into managing digital talent careers, showing the fluidity between the sectors.

Sean Atkins, CEO of Dhar Mann Studios, notes that approximately half of recent job candidates come without prior creator experience. While the dynamic nature of creator companies can be intense, he advises that gaining experience in such environments carries the promise of long-term career benefits. Atkins shared, "If you can figure out a way to get into one of those rocket ships and learn and grow with them, it’ll be short-term pain for long-term gain."

Daniel Abas, president of the Creators Guild of America, addresses potential reservations some professionals might have about moving from traditional film or television roles to creator economy jobs. He stated, "Working in the creator economy shouldn’t be looked at as a step down. It’s a step sideways, perhaps even a step forward," reflecting the sector’s rapid growth and financial potential, with projections from Goldman Sachs estimating the creator economy market could approach half a trillion dollars by 2027.

Fisher also emphasised that entertainment professionals do not need to completely abandon filmed entertainment roles to engage with digital-first companies. Instead, many can apply their specialised skills—such as video editing, graphic design, and cinematography—in both sectors concurrently. "It’s a great business, and you can do both. It’s like an actor taking their Marvel movie and then taking their art house movie," he explained.

The Ankler's reporting reveals a variety of contract positions particularly suited for professionals with production experience and highlights the competitive pay rates offered by digital companies for writers, actors, and video editors. Furthermore, it underscores ongoing hiring by creator businesses that are building substantial production hubs in Los Angeles, creating full-time, part-time, and remote opportunities with benefits.

For entertainment industry veterans considering a shift toward the creator economy, Atkins advises focusing on adaptability, willingness to learn, and leveraging existing skills into digital content creation enterprises to capitalise on this growing sector.

As such, the creator economy presents a compelling employment landscape for those who have faced difficulties securing traditional entertainment jobs in recent years. The range of open roles, competitive earnings, and opportunities for professional growth illustrate a significant reshaping of entertainment work patterns, particularly in digital and online video platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

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