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# SERITA WESLEY

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## WORK HISTORY

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### **Executive Producer (Contract), 10/2023 - Present**

#### **iOne Digital (Urban One Podcast Network) – Remote**

Strategic production development for iOne Digital's podcast platform, The Urban One Podcast Network. Managing the pre-production, production, post, and launch process. Consulting on hiring, team building, budgeting, marketing, monetization, and creative.

### **Head of Entertainment Podcasts, 04/2022 - 09/2023**

#### **Sony Music Entertainment – New York, NY (Hybrid)**

Strategic development for Sony's entertainment audio and video podcast slate. Created department mission statement and goals around, creative strategy, audience development, and monetization. Developing original series, with top-tier talent; and facilitating the acquisition of existing shows. Supervising and managing the growth, and productivity of a team of executive producers, senior producers, producers, and associate producers. Collaborating with global production management on large-scale show budgets. Creating, facilitating, and managing an intentional strategy for developing a diverse entertainment slate.

### **Executive of Development & Production, 07/2021 - 03/2022**

#### **Fresh Produce Media – Remote**

Worked with agents, managers, and talent to acquire scripts for audio acquisition. Managed and produced acquired scripted and unscripted audio series to see through the development and pitch process with Audible. Provided feedback, scripting, and talent notes on audio series. Developed a creative strategy for a non-fiction audio series to pitch to networks outside of the FPM Audible first-look deal. Created and developed series to pitch for Stitcher, iHeart, Sirius XM, HBO Podcasts, and more.

### **Senior Development Producer, 09/2020 - 07/2021**

#### **Westbrook Inc. – Remote**

Contributed to the development of the Westbrook Inc. branded podcast slate, as well as the creation of the Red Table Talk podcast slate. Executive produced series for Westbrook-affiliated talent and the Smith family. Developed, managed, and facilitated the following podcasts: Positively Gam, The Red Table Talk Podcast, Navigating Narcissism with Dr. Ramani, and Season 3 of Pretty Big Deal with Ashley Graham. Hired and managed a team of production staff.

### **Co-Creator / Head of Production / Host, 02/2016 - 12/2020**

#### **On She Goes The Podcast – Portland, OR**

Created, produced, and hosted On She Goes the Podcast. Supervised the creation process of brand, impactful, and relevant content. Drastically grew audience size with strategic marketing, brand partnership, and talent. I implemented quality control measures to comply with artistic and technical standards. Determined project budgets to estimate and control overall project costs. Hired and managed artists, directors, and crew members to work on digital companion content. Kept stakeholders informed on status and vision through milestone updates and work-in-progress presentations. Collaborated with the legal department to draw up contracts for artists and crew members. Researched, developed, and written creative documents. Coordinated video shoots in the studio and remotely by managing production through stages to completion. Coordinated with producers and on-air talent to create program content, new ideas, and segments. Developed schedules for production, editing, and duplication for timely delivery.

### **Executive Producer, 02/2016 - 09/2020**

#### **Wieden + Kennedy Portland – Portland, OR (On-Site)**

Created, budgeted, and developed podcast content for the Wieden + Kennedy agency as a brand, as well as, pitched and developed external podcast content for agency brand partners (Nike, Fisher Price, Old Spice, Samsung, KFC, HBO, Coca-Cola, and more.) Supervised creation process to verify brand, impactful, and relevant content. Implemented quality control measures to verify compliance with artistic and technical standards.

### **Executive in Development / Casting / Production, 05/2004 - 03/2018**

#### **Various Production Companies – New York, NY (Hybrid)**

Freelance casting producer and director for various documentary series from 2004 - 2018. Casting specific series, as well as development casting for networks such as; MTV, VH1, Oxygen, TLC, HGTV, A&E, ABC, FOX, and more. [IMDB](#)

**Nike Global Account Coordinator**, 01/2014 - 02/2016

**Wieden+Kennedy Portland** – Portland, OR (On-Site)

Updated internal databases with account information to maintain clear records. Facilitated weekly status reports, project documentation, and client relationships. Monitored campaign performance and collaborated with internal teams to optimize campaigns and identify underperforming accounts. Coordinated meetings, calls, and demos for 30-person account management, media buying, and strategy teams. Analyzed invoices to detect discrepancies, duplicate payments, and overpayments. Prepared, produced, and submitted brand content for awards.

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EDUCATION

**Bachelor of Arts: Radio, Television And Film Production**

**Howard University** - Washington, DC

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AFFILIATIONS & ACCOLADES

Member, The Alpha Kappa Alpha Sorority Incorporated

Writer & Co-Creator of [\*Unleash for Love\*](#) on Audible

- Winner of Audible Best of 2023
- Honoree for Best Writing, 2024 Webby Awards

Former Board Member, The Oregon Governor's Office of TV & Film