

Serita Wesley

Award-Winning Podcast Executive | Creative Strategist | Brand & Creator Marketing Expert

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EXPERIENCE

Hearst, New York, NY — Audio Visual Producer - Freelance

July 2025 - PRESENT

Strategizing and producing the audio and visuals for an upcoming vodcast for the Hearst Magazine subsidiary, *Delish*. Creative development, formatting, studio designing, in-studio production, writing, outlining, and talent booking.

DMG Media, New York, NY — Audio Visual Producer - Freelance

January 2025 - PRESENT

Strategizing and producing the audio and visuals for the Daily Mail US political satire podcast [Welcome to Magaland: Inside Trump's Second 100 Days](#) and the long-standing Daily Mail Crime Desk podcast, [The Trial of Diddy](#). Story producing, scripting, guest booking, editing, YouTube, social strategy, marketing, and promotion.

iOne Digital, Remote — Executive Producer - Consultant

October 2023 - October 2024

Video podcast strategy for iOne Digital, and its subsidiaries such as Madame Noire, Bossip, Hello Beautiful, and Hip-Hop Wired. Built creator onboarding pipelines and developed toolkits to support long-term creator visibility and monetization. Executive produced [Alright, So Boom!](#) and [Mompreneurs](#). Guest booking, staffing, talent booking, story production, YouTube, and audience growth strategy.

Sony Music Entertainment, New York, NY — Head of Entertainment Podcasts

April 2022 - September 2023

Oversaw Sony Music's entertainment audio and podcast video slate. Created a quarterly strategy for internal development, YouTube strategy, monetization, marketing, acquisitions, branded content, and partnerships. Partnered with creators and talent to develop authentic promotion tactics across social, digital, and in-person channels. Pitched and developed new IP that aligned with platform and creator brand goals, leveraging trend forecasting and cultural analysis. Managed a full-time global staff of 12, including contractors and freelancers. Created and managed department budgets and production budgets in the millions. Fostered relationships with A-list talent, clients, brands, and agents. Negotiated talent and staffing

SKILLS

Podcast Marketing & Promotion
TV & Film Adaptation
Multi-Platform Campaign Strategy
Brand Positioning & Audience Growth
Cross-Functional Team Leadership
Talent Acquisition & Management
IP Development & Creative Strategy
Audience Insights & Data Analysis
Content Ecosystem Management
End-to-End Production
Creative Strategy
Story Production

AWARDS

Unleash for Love, honoree for Best Writing, Webby Awards 2024.

Unleash for Love, winner of Audible's Best of 2023

High Low with EmRata, winner of bronze, 2023 Signal Awards.

contracts.

Fresh Produce Media, Remote — Executive Producer

July 2021 - March 2022

Initiated and fostered relationships with talent, agents, representatives, producers, and networks in the interest of acquiring, developing, and pitching scripted audio content. Story produced a scripted audio series and facilitated development and the client relationship through the pitch process with Audible. Developed a creative strategy for a non-fiction series.

Westbrook Inc., Remote — Senior Development Producer

September 2020 - June 2021

Executive produced and developed an audio series under the Westbrook umbrella. Story produced and managed the day-to-day production of the current series. Managed a bi-coastal staff of ten. Implemented and fostered partnerships with production companies, talent, agents, and networks. Partook in the strategic development of iHeartMedia and Westbrook's Red Table Talk Network partnership. Created an audio, video, and social strategy for all Westbrook originals.

Wieden + Kennedy, Portland, OR — Executive Producer

February 2016 - August 2020

Produced branded content for agency clients and the agency as a brand (B2C and B2B). Created budgets, production road maps, and creative strategy. Spearheaded and managed partnerships between the agency and outside partners such as The Wing, Travel Portland, Lyft, Fast Company, and Ad Color. Led brand-to-audio strategy for [On She Goes](#), a travel and culture podcast centering women of color. Managed the production flow of marketing, social strategy, partnerships, product design, graphic design, editorial, audio, and video.

Wieden + Kennedy, Portland, OR — Account Coordinator

January 2014 - February 2016

Direct support for the Nike Global account team (brand, media, and strategy). Maintained and updated department budget, weekly status document, and created relationship-building activities for the team and clients.

Various Companies, New York, NY — Freelance Casting & Production Professional

May 2006 - January 2014

Real people casting, character casting, talent booking, development, and on-set production for various production companies. *A credits list is available upon request.*

LA Digital Post, New York, NY — *Post Production Coordinator*

May 2005 - May 2006

Administrative support for the New York office of LA Digital Post, servicing clients and the facility.

MTV Networks Group, New York, NY — *Executive Assistant*

May 2004 - May 2005

Administrative assistant to MTV Networks Group President, Van Toffler.

EDUCATION

Howard University, Washington, DC — *Bachelor of Arts, Communications*

August 2000 - May 2004

Major: Radio, Television & Film Production

Minor: Psychology

PROJECTS

Unleash for Love — *Co-Creator, Writer & Executive Producer*

Scripted audio series, executive produced by Kevin Hart and Lenard McKelvy.