

Serita Wesley

Executive Producer · Podcast & Vodcast Showrunner

Brooklyn, NY

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RECOGNITION & AWARDS

Ambie Award Nomination — Best True Crime Podcast · *Corruption Uncovered* (Roc Nation / Team Roc)

Webby Award Honoree — Best Writing in Podcasting · *Unleash for Love* (2024)

Audible Best of 2023 — *Unleash for Love*

Signal Award, Bronze — Best Interview/Talk Podcast · *High Low with EmRata* (2023)

iHeart Podcast Award Nomination — *On She Goes*

EXPERIENCE

Hearst / Delish · New York, NY

Executive Producer — **SNACKS! Podcast**

Jul 2025 – Present

- Showrun the full production pipeline of **SNACKS!**, a celebrity food vodcast hosted by Joanna Saltz, distributed across Delish's 60M+ social following and 100M+ active engagements.
- Manage end-to-end production: talent booking, pre-production, on-set EP, post oversight, paper edits, and social clip strategy.
- Book and manage A-list celebrity talent — including Pete Holmes, Bebe Rexha, Eva Longoria, Heather Graham, and the Top Chef trio — liaising directly with agents, managers, and publicists.
- Lead creative development, show format, studio design, writing, social strategy, and audience growth.

Gilead Sciences / Rice Creative · Remote

Executive Producer — **Soul of Science**

Dec 2025 – Feb 2026

- Executive produced **Soul of Science**, a documentary podcast series exploring community trust, scientific innovation, and health equity in HIV prevention and treatment.
- Led end-to-end strategy and production: episode architecture, narrative framing, editorial standards, and cross-functional team management across Gilead's global medical, brand, and communications divisions.
- Served as primary creative liaison between client and production company; managed budgets, schedules, and delivery.

DMG Media / Daily Mail News · New York, NY

Lead Producer

Jan 2025 – Aug 2025

- Lead producer on **Welcome to MAGAland: Inside Trump's Second 100 Days**, a twice-weekly political news podcast hosted by two journalists — full responsibility for story production, scripting, guest booking, editing, YouTube strategy, and distribution.
- Booked and managed journalists, politicians, and political commentators; built a sustained network of relationships across the political media landscape.
- Also produced **The Trial of Diddy**, the Daily Mail's crime desk podcast, overseeing audio and visual production.

Roc Nation / Team Roc · New York, NY

Creator & Executive Producer — Corruption Uncovered

Aug 2024 – Nov 2024

- Created and executive produced **Corruption Uncovered**, an investigative true crime series examining systemic injustice and the Roger Golubski case in Kansas City, KS.
- **Ambie Award nominated** for Best True Crime Podcast.

iOne Digital (Interactive One) · Remote

Executive Producer — Video Podcast Strategy

Oct 2023 – Oct 2024

- Developed and implemented video podcast strategy for iOne Digital and its subsidiaries: Madame Noire, Bossip, Hello Beautiful, and Hip-Hop Wired.
- Executive produced **Alright, So Boom!** and **Momprenuers** — overseeing guest booking, staffing, story production, YouTube, and audience growth strategy.
- Built creator onboarding pipelines and toolkits to support long-term creator visibility and monetization across platforms.

Sony Music Entertainment · New York, NY

Head of Entertainment Podcasts (US)

Apr 2022 – Sep 2023

- Built and led Sony Music's **global podcast division** — managing a full-time team of 12 across Los Angeles, New York, Nashville, and the UK, plus contractors and freelancers worldwide.
- Launched **8 original series in a single year**, developing shows with Emily Ratajkowski (**High Low with EmRata**), Clea Shearer & Joanna Teplin of The Home Edit, Cameron Esposito, Kirk Franklin, and others.
- Managed **multi-million-dollar department and production budgets** across the full portfolio.
- Built and maintained direct working relationships with platform teams at **YouTube Podcasts, Apple Podcasts, and Spotify**.
- Negotiated talent and staffing contracts; developed quarterly strategy spanning development, monetization, marketing, acquisitions, branded content, and platform partnerships.

Fresh Produce Media · Remote

Executive Producer

Jul 2021 – Mar 2022

- Developed and pitched scripted audio content to Audible; story produced a scripted audio series and managed the client relationship through pitch and development.
- Built and maintained relationships with talent, agents, representatives, producers, and networks.

Westbrook Inc. · Remote

Executive Producer

Feb 2021 – Jun 2021

- Oversaw the full podcast slate coming out of Will Smith and Jada Pinkett Smith's Westbrook Inc., functioning as de facto head of their podcast division.
- Developed and executive produced **Navigating Narcissism with Dr. Ramani, America Recovers, Class of 88**, and the companion podcast series for **Bel-Air** (Peacock).
- Helped strategize the **Red Table Talk & iHeart network deal** for audio distribution, working at the intersection of talent, network, and business development.

Senior Development Producer

Sep 2020 – Feb 2021

- Developed original audio series under the Westbrook umbrella; worked directly with Will Smith, Jada Pinkett Smith, and Ashley Graham on Red Table Talk Network properties.
- Created audio, video, and social strategy for Westbrook originals; managed a bi-coastal staff of 10.

SBH Productions · Remote · Kevin Hart & Charlamagne Tha God

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

Feb 2020 – Jul 2023

- Co-created and wrote **Unleash for Love**, a scripted audio series executive produced by Kevin Hart and Charlamagne Tha God for Audible.

- **Audible Best of 2023** · **Webby Award Honoree** for Best Writing in Podcasting, 2024.

Wieden + Kennedy · Portland, OR

Executive Producer

Feb 2016 – Aug 2020

- Executive produced branded content campaigns for major agency clients including Nike (B2C and B2B).
- Spearheaded **On She Goes**, a travel and culture podcast centering women of color — managing production, marketing, social strategy, partnerships, and editorial across audio and video.
- **iHeart Podcast Award nominee**; managed cross-functional partnerships with The Wing, Travel Portland, Lyft, Fast Company, and Ad Color.

Account Coordinator, Nike Global

Jan 2014 – Feb 2016

- Direct support for Nike Global account team across brand, media, and strategy; managed budgets, weekly status documents, and client relationships.

Various Networks · New York, NY

Freelance Casting & Production Professional

May 2006 – Jan 2014

- Real people casting, character casting, talent booking, development, and on-set production for MTV, VH1, Bravo, HGTV, TLC, Discovery, Travel Channel, TruTV, and A&E.

EDUCATION

Howard University — Washington, DC

2000 – 2004

Bachelor of Arts, Communications · Major: Radio, Television & Film Production · Minor: Psychology

AREAS OF EXPERTISE

Video & Audio Podcast Production · Showrunning · Talent Booking & Talent Relations · Platform Partnerships (YouTube, Apple, Spotify) · Multi-Million Dollar Budget Management · Global Team Leadership · News & Investigative Content · Branded Content & IP Development · Social & Audience Growth Strategy · Scripted Audio & Narrative Podcasting · Contract Negotiation · Cross-Functional Production Management · AI & Emerging Media

PROFESSIONAL AFFILIATIONS

The Podcast Academy · Alpha Kappa Alpha Sorority, Inc. · CAA Convene Ojai Fellow · Board Member, Oregon Governor's Office of Film & Television (2021–2023)