

# Nakia Swinton

✉ nakia.swinton@gmail.com ☎ (908) 343 4073 📧 in/nakiaswinton 🌐 www.nakiaswinton.com 📍 NYC Metro

## EXPERIENCE

---

### Supervising Podcast Producer, Branded Content

iHeartMedia

July 2021 – Present, Remote/ New York, NY

- Collaborate with marketing and sales to develop creative \$1.5M+ branded content packages for clients, leading to an 85% podcast renewal rate
- Manage workflow of 4+ production teams; create and monitor production timelines to streamline operations and enable project execution
- Built and manage comprehensive talent and staff database with 150+ entries, managing talent partnership and improving team efficiency
- Direct talent and recording sessions, oversee episode structure, create season budgets, and conduct contract negotiations
- Collaborate with research team to track podcast performance and measurement studies, and utilize data insights to improve content
- Produce and execute live podcast bonus episodes and manage all aspects of production from planning to post-event analysis
- Lead content strategies and drive user engagement across multiple shows, including [The Official Game of Thrones Podcast](#) (#1 on Apple Podcasts) and [Heart of the Game](#) (AMBIES Best Sports Podcast nominee)

### Director and Producer

Freelance

January 2021 - December 2023, New York/ Los Angeles

- Developed and executed content strategies for [Balanced Black Girl Podcast](#), J.P. Morgan's [Zone In](#) podcast, [Glo in the Dark](#) podcast
- Directed in studio video podcast interviews with high-profile host and talent
- Identified and secured 50+ strategic partnerships with influential guests, enhancing brand value and audience engagement
- Provided detailed editorial feedback, guiding the post-production process to ensure high-quality content aligned with the brand's objectives

### Podcast Creator, Producer and Manager

Sufficiently Black Podcast

March 2019 - December 2022, Jersey City, NJ

- Led all aspects of podcast production for 90+ episodes: hosting, producing, editing, developing creative segments, guest booking
- Developed and implemented podcast monetization strategies, including partnership programs and advertising integration
- Increased user base of independent podcast by 35% through data-driven content strategy and targeted audience growth initiatives

### Talent Assistant, Development & Original Programming

WarnerMedia

April 2019 - October 2020, New York, NY

- Evaluated 100+ content concepts in development, providing strategic recommendations to senior leadership
- Created and presented 15+ strategic pitch decks informing executive decision making on show concepts and talent partnerships
- Identified and pitched over 50+ emerging talents for shows in development, enhancing content diversity and audience appeal
- Led talent management for 10+ high-profile marketing events, including the [Impractical Jokers Movie](#), ensuring seamless event execution

### Communications Assistant

VICE Media

May 2016 - February 2019, Brooklyn, NY

- Led press strategy across 10 digital channels, effectively promoting VICE's talent and digital/branded content, resulting in 40% increased media coverage and audience engagement
- Conducted daily research on industry news, trends and market opportunities, providing strategic insights for C-suite executives
- Managed 35+ key stakeholder relationships, strengthening brand partnerships and collaboration opportunities

## EDUCATION

---

### B.A Communication and Media Arts

Minor in Business • Montclair State University • Montclair, NJ

## SKILLS

---

**Project/ Content Management:** Airtable, Notion, Basecamp, Slack, Google Suite

**General:** Content Strategy, Workflow Optimization, Budget Management, Performance Metrics, User Research, Market and Data Analysis, Contract Negotiations, Timeline Planning, Client Partnerships, Team Management

**Decks and Presentations:** Canva, Keynote, Google Slides

**Audio Production:** Adobe Audition, Trint, Rev, Descript, Omny, Riverside, Megaphone