

Contact me

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LEAH JACKSON

Podcast + Creative Producer

WHAT I DO

Helping brands turn creative concepts into engaging sonic and digital experiences with end-to-end production expertise.

Work Experience

PRODUCER

Rocketplace

May 2020 - present

- Produce growth marketing projects (podcast and blog) for a B2B marketplace startup managing all stages of production from ideation to post-production.
- Curate sonic branding and editorial voice for the podcast, The Startup Stack including editing, mixing, sound design, mastering, and distribution.
- Establish and maintain foundational production timelines, content delivery schedules, content management system, and operational cadences.
- Develop launch strategies and issue expert creative insight with technical know-how.
- Manage hiring and act as a liaison between show talent, writers, designers, and vendors.

PRODUCER

Thumbtack

June 2019 - April 2020

- Managed the development and production of brand led initiatives across multiple channels and deliverables (web, mobile, email, print, events) for a marketplace startup.
- Generated project briefs, defined milestones, assigned resources, and assessed risks that helped projects meet business objectives, deadlines, and budget requirements.
- Acted as the connective link between cross-functional business functions (Comms, Product Design, Marketing, WPX, Recruiting) and the Brand Creative team.
- Vetted, on-boarded, and closely managed external vendors including designers, illustrators, animators, photographers, and production studios.

Skills Summary

- Digital marketing
- Project management
- Podcast development
- Descript • Squadcast • Castos
- Logic • Pro Tools • Ableton
- Adobe Creative Suite • Figma • Sketch
- Asana • Jira
- Wordpress

CREATIVE PRODUCER

Brit + Co

July 2015 - Dec 2017

- Planned and executed experiential marketing pop-ups, festivals, and summits in San Francisco and NYC for over 60k+ attendees.
- Managed event operations, logistics, budget allocation, staffing, and technical procurement within a strict timeframe.
- Counseled internal stakeholders and transformed sponsored products and activations that boosted brand engagement.
- Negotiated and fulfilled contracts, SOWs, and billing for third-party vendors, brands, and freelance artists.

Certifications

- Digital Marketing 2020
- Project Management Professional Prep 2019