

LAYLA PALMER

Podcast Producer

Podcast Producer and Host driving podcast projects from concept to launch, delivering compelling, on-brand series that boost brand awareness and audience growth. Leads guest booking, episode scripting, post production, and SEO-driven distribution to improve discoverability and listener retention. Seeks to expand brand storytelling through targeted promotion and measurable listener engagement. Explore Layla's portfolio of audio storytelling, [Audio Anthology](#).

EMPLOYMENT HISTORY

MULTIMEDIA COMMUNICATIONS COORDINATOR/PODCAST PRODUCER **May 2025 – Present**
Commonwealth of Massachusetts' Operational Services Division (OSD) **Boston**

- ◆ Lead podcast production from concept to launch, booking guests and directing recordings to meet publication schedules.
- ◆ Analyze media trends and deliver quarterly performance reports to stakeholders guiding content strategy.
- ◆ Produce long- and short-form audio and written content for podcasts, video, and social platforms with measurable audience growth.
- ◆ Maintain editorial standards and optimize content for SEO and accessibility to improve discoverability and compliance.
- ◆ Support marketing, engagement, and training initiatives through event coordination, communications, and administrative training tasks.

LEAD PRODUCER, HOST, EDITOR **Nov 2025 – Mar 2026**
Building Bold: Blueprint for a Better Massachusetts Podcast **Boston**

- ◆ Developed a companion limited series to WOSD News: Procurement Insights, highlighting procurement's impact on government policies and initiatives with focused storytelling.
- ◆ Produced and edited episode scripts and interviews to create cohesive narratives and professional audio quality across the series.
- ◆ Hosted live interviews, guiding conversations to translate policy and technical details for a general audience and increase accessibility.
- ◆ Implemented targeted LinkedIn and Instagram promotion and distribution that drove measurable audience engagement for the series launch.

LEAD PRODUCER, HOST, EDITOR **Sep 2024 – May 2025**
Heart to Hustle Podcast

- ◆ Led end-to-end podcast production, coordinating schedules and scripts to ensure weekly episode delivery and on-time launches.
- ◆ Implemented targeted media outreach and social campaigns that produced measurable audience growth and higher guest visibility.
- ◆ Edited audio and shaped episode narratives using advanced techniques to improve listener retention and overall episode quality.
- ◆ Earned recognition in Boston Business Journal's Top 25 Under 25 list for 2025, highlighting the podcast's influence and Palmer's host/production achievements.

PODCAST PRODUCER AND AUDIO EDITOR INTERN **May 2022 – May 2025**
Commonwealth of Massachusetts' Operational Services Division (OSD) **Boston**

- ◆ Developed and tailored over 60 podcast episodes for staff and external procurement audience, improving stakeholder communication and engagement.
- ◆ Launched the WOSD News: Procurement Insights podcast series, establishing a regular channel for procurement updates and guidance.
- ◆ Hosted interviews and produced high-quality episodes, ensuring consistent production standards and audience retention.
- ◆ Earned promotion to Multimedia Communications Coordinator after three years by demonstrating expertise in podcast production and marketing.

EXECUTIVE DIRECTOR, PODCAST PRODUCTION **Aug 2024 – May 2025**
Common Collective at Emerson College **Boston**

- ◆ Trained student interns in DAW operation and episode editing, improving editorial consistency and workflow efficiency.
- ◆ Led producers to plan and publish weekly podcast episodes on a strict academic schedule, ensuring timely delivery and steady audience retention.
- ◆ Applied foley and sound design to enhance audio clarity and immersion, producing measurable increases in listener engagement.

PROGRAM AND FUNDRAISING STRATEGY CONSULTANT

Sep 2024 – Apr 2025

Beat the Odds (BTO) Boston

- ◆ Secured multiple local business and nonprofit partnerships to expand program reach and increase funding potential with measurable results.
- ◆ Designed tiered sponsorship packages and outreach plans for a showcase event to drive higher donor engagement and clear value propositions.
- ◆ Created donor communication templates and conducted targeted prospect research to sustain fundraising momentum and inform strategic recommendations.

PUBLIC RELATIONS ASSISTANT

Jan 2024 – May 2024

Shower Toga

- ◆ Built targeted journalist and influencer lists to expand media outreach and increase brand mentions with measurable pickup.
- ◆ Supported a public relations campaign positioning the product for emergency response, yielding measurable increases in stakeholder interest.

PRODUCER, AUDIO ENGINEER

Sep 2020 – Feb 2022

Hollywood Hero Podcast Series

- ◆ Produced and hosted two-season podcast, managing end-to-end production and delivering consistent weekly episodes with measurable audience growth.
- ◆ Executed full audio production workflow including editing, mixing, and mastering to publish two seasons on schedule and improve sound quality.
- ◆ Refined interview technique to craft story-driven episodes that increased listener engagement and secured repeat guest bookings.

EDUCATION

BUSINESS OF CREATIVE ENTERPRISES (BA)

Emerson College

SKILLS

Podcast Production, Audio Mixing/Engineering, Brand Messaging, RSS Feed Management, Project Management, Multitrack Editing, Client Relations, Microsoft Office, SEO Optimization, Content Strategy

ADDITIONAL INFORMATION

AWARDS

- ◆ 2025 Boston Business Journal's BostInno Top 25 Under 25
- ◆ Gold Stevie Award - Experimental & Innovation Podcast Feature in the 24th Annual American Business Awards
- ◆ 2025 EVVYs Outstanding Podcast Award
- ◆ Mackie Podcast Pitch Contest 2023
- ◆ Emerson College Creative Thinker Award
- ◆ Emerson College School of Communication Innovation Award

LINKS

Audio Anthology - A Portfolio of Audio Storytelling: laylapalmeraudio.com