

Layla Palmer

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Summary

Creative and strategic professional with a passion for audio storytelling. Proven ability to manage end-to-end podcast production, execute targeted marketing and fundraising campaigns, and build strategic relationships to drive brand visibility and audience engagement. See the [Audio Anthology](#) portfolio for more information.

Experience

Commonwealth of Massachusetts' Operational Services Division (OSD) | Boston, MA

Marketing Coordinator/Podcast Producer | 05/2025 - Present

Manage all production stages from ideation and guest booking to scripting, recording, and promotion. Analyze current media trends to guide content strategy, recommending timely topics and reporting on quarterly success metrics to stakeholders. Produce compelling long- and short-form content for audio and written platforms, including podcasts, video, and social media/blogs. Maintain high editorial standards and brand consistency, optimizing all content for SEO and accessibility. Support key Marketing, Engagement, and Training initiatives by assisting with event planning, communications, and training administrative tasks.

Heart to Hustle Podcast

Host, Producer, Audio/Sound Designer | 09/2024 - 05/2025

Managed all aspects of the *Heart to Hustle* podcast, from production to brand promotion. Strategically marketed each guest through press releases and targeted social media campaigns to expand the podcast's reach. Crafted compelling narratives and professional audio using advanced editing techniques to highlight guests' career journeys.

Commonwealth of Massachusetts' Operational Services Division (OSD) | Boston, MA

Podcast Producer and Audio Editor Intern | 05/2022 - 05/2025

Contributed to the agency's communication strategy by developing and tailoring over 60 relevant podcast episodes for both internal staff and external Statewide Contract Vendors/Buyers. Launched the WOSD News podcast series. Hosted engaging interviews and agency updates, maintaining high production standards.

Common Collective at Emerson College | Boston, MA

Executive Director, Podcast Production | 08/2024 - 05/2025

Managed the production pipeline from conceptual development to final delivery, ensuring high-quality output and alignment with the organization's mission. Employ Foley techniques for sound design, enhancing audio experiences and immersing listeners in engaging soundscapes.

Beat the Odds (BTO) Boston

Program and Fundraising Strategy Consultant | 09/2024 - 04/2025

Collaborated with BTO Boston to strengthen program visibility and fundraising efforts, securing strategic partnerships with local businesses and mission-aligned organizations. Designed sponsorship tiers and outreach strategies for a key showcase event. Created communication templates to sustain fundraising momentum and conducted donor research to inform strategic recommendations.

Shower Toga

Public Relations Assistant | 01/2024 - 05/2024

Cultivated media relationships by creating targeted lists of journalists and influencers to boost brand visibility. Contributed to the development of a public relations campaign, positioning the product as a practical solution for emergency response efforts.

Hollywood Hero Podcast Series

Producer, Audio Engineer | 09/2020 - 02/2022

Executed all production stages of the *Hollywood Hero* series, acquiring key foundational skills in audio editing and podcast production. Refined interviewing techniques to create powerful, story-driven content.

Skills

Digital Audio Workstations, Remote Recording, Communication skills, Podcast Production, Audio Editing, Public Relations, Brand Messaging, Project Management, Client Relations, RSS Feed Management, Microsoft Office

Education

Emerson College
Business of Creative Enterprises (BA)

Awards

2025 BostInno Top 25 Under 25, 2025 EVVYs Outstanding Podcast Award, Mackie Podcast Pitch Contest 2023, Emerson College Creative Thinker Award, Emerson College School of Communication Innovation Award