

Roifield Brown

London – Birmingham – Toronto – San Francisco

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I am a seasoned podcaster, media strategist, and host leader with a proven track record of creating and executing campaigns and shows across various categories including politics, history, culture, and entertainment. I have been working in the media industry for 30 years, in which I have gained experience in creating and managing media properties in television, radio and the internet. My innate understanding of how to craft programming and content that is captivating and able to build a community is one of my strengths. I have a history of helping companies expand and improve their media properties to reach a diverse audience. Additionally, I am also an experienced teacher and speaker on podcasting and have created and hosted conferences on the subject.

Sectors Podcasting: TV: Broadcasting: Media Consultancy: Teaching: Design

Leadership Political, Business and host leadership,

Finance Controlled budgets up to £0.5m pa, purchasing, negotiated costs and prices

Technical Skills Adobe Audition, Adobe Premiere, Photoshop QBE: Qualified by experience with technologies and people skills

Executive Producer OSET, Nov 2021 –

Producer for OSET Institute “Dead Men Don’t Vote”

Producer Audio Up, Apr 2021 – Oct 2021

Producer for the Golden State Warriors Beyond 28 podcast at Audio Up

Lecturer, Apr 2021 – Present

University of California, Berkeley

Lecturer for Graduate School of Journalism, teaching the Business Of Podcasting, devised short course.

Intelligent Speech Conference, February 2019 – Present

Working with the best content creators to create a yearly conference where they present directly to their listeners and in an interactive platform.

2019 – physical conference in New York. Secured sponsorship from Flick App, Himalaya and ... Keynote speakers. Mike Duncan, the history of Rome and David Crowther the History of England

2020 – Successfully moved online and delivered 32 hours of content with speakers and viewers from all over globe. Keynote Speaker, Robin Pearson The History of Byzantium

Podcast Consultancy, March 2013 – Present

Worked with high profile organisations and individuals to bring their podcasts to market, highlights include:

- **Audio Lounge**, High-end audio retailer in London, delivered podcast series
- **The Commonwealth** – NGO of 54 nations, delivered podcast series
- **The New Statesman** – British political and cultural magazine produced podcast series
- **The Quick Books reviews** – Advised of programme structure, audience engagement and content

- **American Independent Radio Producers** – Professional mentor and consultant for new members.

Podcaster – Jan 2012 – Present

I currently produce 6 podcasts. cumulatively I have had over 5 million downloads since I started podcasting in 2012, the highlights are:

- **How Jamaica Conquered the World – 2012 to present**

iTunes podcast of the month May 2012 – Book to be publish by Ownit in 2022

- **Dumteedum – 2014 to present**

Fans podcast about long running BBC soap The Archers, 4 live in audience shows in Birmingham and London, numerous fan meet ups in New York, Toronto, London and San Francisco.

- **10 American Presidents**

Audio documentary and audioscape. Episode one on Nixon narrated by Dan Carlin.

- **Agora Podcast Network – 2017**

Created the podcast network, negotiating partnership with Acast and numerous commercial companies. Currently the network does 1.5 million downloads a month.

Founder and Owner – Myvillage.com – 1999 – 2011

launched and ran the UK neighbourhood portal

- Created successful writer and user generated content site.
- Underpinned success through advertising revenue and created products that generated over £0.5m pa turnover.
- Critically analysed target demographic then tailored content to drive engagement, increase page stickiness and traffic, and lower bounce rates.
- Managed up to 18 people plus freelance personnel, with emphasis on a fun yet productive working environment.
- Appeared on radio panels as a media commentator, wrote editorials and proofread copy from contributors for the network of websites.
- Handled integrated campaigns for Fiat, BMW Mini, The Metropolitan Police and Smirnoff.
- Promoted festivals, events and council services for local authorities such as Wandsworth, Lambeth and Kensington & Chelsea.

Earlier career

- Designer – Sovereign House 1998 – 1999
- Live TV Director HTV, London May 1995 – May 1996
- Producer/Director – BlueBoy TV, Birmingham May 1996 – May 1998

Interests

I am passionate about art, architecture, and design. I like watching Formula One, traveling and listening to music.