Xavier D'Leau

Executive Producer & Head of Content | Podcast, Digital Video & Live Experiences

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Summary

Executive producer and creative leader with 15+ years building audience-driven media brands across podcasts, digital video, editorial, and live events. Founder and EP of *Jade and XD*, a weekly culture podcast with 100K average monthly downloads, 150K+ followers across platforms, an 85% average listen-through rate, and monetization through Spotify, Stitcher, Spreaker, and Patreon. Webby Awards judge and TEDx speaker with deep expertise in content for Black, LGBTQIA+, and underrepresented audiences.

Experience

JADE AND XD — New York, NY *Founder, Executive Producer & Co-Host* | 2014–Present

- Founded and run a weekly culture podcast for Black listeners worldwide (launched in 2014 as Two Guys and A Girl, an Apple Podcasts–charting show averaging 10K downloads per week), owning creative direction, production, distribution, and business strategy end to end.
- Grew a combined audience from 15K to 150K+ across platforms in five years, averaging 100K podcast downloads a month, 25K+ monthly unique listeners, and an 85% listen-through rate.
- Lead a production team of a co-host, a producer, and freelance contractors across guest booking, post-production, publishing, and cross-platform promotion.
- Negotiated distribution and monetization partnerships with Spotify (Spotify Partner podcast, 2020–2021), Stitcher, and Spreaker; the show was part of Loud Speakers Network (2024–2026) and holds a 4.91 rating from 2,100+ listener ratings.
- Launched premium bonus content on Patreon, growing supporter revenue 45%.
- Expanded the brand to YouTube and created *The Jade and XD Variety Show*, a miniseries blending sketch comedy, music, and live commentary.
- Produced live fan experiences, including Jade and XD Game Nights and one-night-only live tapings.

GETTIN' GROWN PODCAST *Visual Producer* | 2023–Present

- Lead visual storytelling and brand evolution for a widely respected podcast on Black adulthood, overseeing episode visuals, promotional content, and cross-platform presentation.

SOULE LGBT *Editor-in-Chief* | 2017–2019

- Launched and set the editorial vision for a digital media outlet serving LGBTQIA+ communities, growing traffic to 50K+ monthly unique visitors.
- Recruited, trained, and managed a team of 10 writers and contributors across the U.S.

- Used content analytics to increase time-on-site 40% and return visitors 30% over 12 months.
- Produced monthly events in New York, Los Angeles, and Atlanta, each drawing 100+ attendees.
- Built partnerships with LGBTQIA+ organizations and sponsors for Pride Month and cultural campaigns.

THE XD EXPERIENCE *Founder & Creator* | 2008–Present

- Launched one of the first YouTube channels created by and for the LGBTQIA+ community, building 10K+ organic subscribers.
- Wrote, filmed, edited, and hosted hundreds of videos, executive produced the award-winning web series Quarter Century, and created spin-off *The XD Experience Radio Show*.

FILM PRODUCTION

- *Associate Producer*, **Riverment** (2018): Supported production and festival strategy for an award-winning short film on the legacy of Black women in activism.
- *Producer*, **My True Colors Art & Film Festival**, New York (2012)

TALL SKINNY BLACK BOY (TSBB) PRODUCTIONS — New York, NY *Director of Marketing, The Skinny* | 2012–2013

- Led the full marketing campaign for *The Skinny*, an independent feature written and directed by Patrik-Ian Polk (*Noah's Arc*), from festival and theatrical screenings in 16 domestic and international cities to its broadcast on Logo TV; the film now streams on Peacock.
- Developed the campaign's positioning and key art, designing the poster, flyers, website, and soundtrack album artwork.
- Planned and ran the digital rollout across social media, culture blogs, and search, timing trailer, clip, and screening announcements to drive ticket sales and tune-in.
- Pioneered early influencer outreach to reach Black LGBTQ+ audiences before influencer marketing was an industry norm.
- Produced community screenings with local partners in Los Angeles, New York, Atlanta, and Chicago, building word of mouth in key markets.
- Supported publicity and press outreach around screenings and release.

LETITIA JAMES 2013 PUBLIC ADVOCATE CAMPAIGN — New York, NY *Social Media Manager* | 2012

- Led social media strategy and supporter email outreach for the New York City Public Advocate campaign, growing its following to 2,200+ on Facebook and 1,000+ on Twitter.

Recognition & Speaking

- **Fellow, Movember Rooted & Rising Collective** (inaugural cohort): created a mini-series on Black gay men approaching 30 | 2021
- **Judge, The Webby Awards**; Member, International Academy of Digital Arts and Sciences (IADAS) | 2020–Present

- **Speaker, TEDxPSU "Push to Start"**: "From Petty to Purpose" | 2015
- **Featured Speaker**, SEXx Talk | 2015
- **Panelist**, National Urban League | 2015

Writing & Media

- **Bylines:** The Root, TheGrio, Movember, Mused Magazine
- **Newsletter:** Xavier's Substack, 1,000+ subscribers
- **Guest appearances:** *The Read*, *The Sewers of Paris*, *SEATED*; panelist, BasseyWorldLive

Education

SUNY BUFFALO STATE COLLEGE — Buffalo, NY *B.S., Applied Sociology* | 2008

Skills

- **Leadership & Strategy:** Executive production, show and format development, team leadership, audience growth, brand partnerships and sponsorships, distribution and monetization, editorial leadership
- **Production:** Podcast and video production, post-production management, talent and guest booking, live event production, visual branding
- **Marketing & Community:** Influencer outreach, community building, cross-platform promotion, content analytics
- **Platforms:** YouTube Studio, Spotify for Creators, Spreaker, Stitcher, Riverside, StreamYard, Patreon, Discord
- **Tools:** Adobe Premiere Pro, Canva, YouTube Analytics, Meta Business Suite, Hootsuite, Google Workspace, Airtable