Music & Audio

Song Production

- Composition, arrangement, and instrumentation
- Recording and editing (vocals, instruments, samples)
- Creative direction for a cohesive final track

Mixing & Mastering

- Balancing levels, EQ, compression
- Final polish for streaming or physical release
- Ensuring professional, radio-ready sound

DJ Sets / Mix Creation

- Curating tracklists to match event themes and moods
- Crafting seamless transitions and live mixing
- Creating mixes for events, radio shows, or online channels
- Delivering polished, engaging mixes for online or in-person events
- Live or studio-based DJ sets

Personalized Live-Set Development

- Musical software/hardware integration for personalized live-performance system
- Enabling seamless performance flexibility; optimized for your unique style
- Organization of sounds, samples & presets, musical tools & plugins
- Integration of new cutting-edge musical services

Playlist Curation

- Researching and selecting music for playlists (Spotify, Apple Music, etc.)
- Tailoring playlists to specific genres, moods, or brand identities
- Optimizing playlists for listener engagement

Brand Development (Music Focus)

- Crafting an artist image and identity, finding 'your sound'
- Handle publishing, promotion and distribution of your music
- Advising on visual branding (logos, album art direction)
- Analytics/Performance tracking
- Marketing strategy (social media, press kits, audience targeting)
- Engagement tactics and Analytics/Performance tracking

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TOOLS & TECHNOLOGIES:

Music Production:

Ableton Live, Ableton Push, Logic Pro, DJ gear & Live-Performance set up, AudioNova

Brand - Development:

Canva, Capcut, Final Cut Pro, DistroKid, SpotifyforArtists, AI (Midjourney, Runway)