

Technology, Analytics, Management & Consulting

Tech & Digital

Website Development

- Front-end development (HTML, CSS, JavaScript)
- WordPress setup and customization (themes, plugins)
- Responsive design and mobile user experience optimization

App Development (Mobile / Web)

- Prototyping and wireframing new ideas
- Building MVPs or full-scale apps
- Product Development
- Project Oversight and Management
- Deploying and maintaining apps (updates, bug fixes, ongoing maintenance)
- Overseeing the project from concept to launch, including timeline and budget management

Brand Development (Tech Focus)

- Designing brand identity (logos, color schemes, brand guidelines)
- Crafting a consistent digital presence (social media, websites, marketing materials)
- Strategic planning to reach target audiences and drive engagement

Project Management & Consulting

Project Management

- Overseeing creative or tech projects from concept to launch
- Managing timelines, budgets, and deliverables
- Coordinating with cross-functional teams (designers, developers, etc.)

Consulting & Strategy

- Helping clients define goals and choose the right technologies
- Advising on marketing strategies for music and tech ventures
- Crafting roadmaps and growth plans aligned with client objectives
- Recommending cutting-edge tools and technologies, including AI-driven solutions, to streamline and enhance project outcomes

Content & Research

Content Creation

- Writing blog posts, press releases, and marketing copy
- Designing social media content (graphics, captions, short videos)
- Developing promotional materials that resonate with target audiences

Research & Analysis

- Conducting market research to inform strategic decisions
 - Exploring emerging trends in music, technology, and digital marketing
 - Compiling data-driven insights for brand development or product direction
-

Data & Coding

Data Organization & Analytics

- Structuring and cleaning datasets for accurate analysis
- Generating reports and visual dashboards to track KPIs
- Utilizing data to refine strategies in music and tech projects

Coding & Scripting

- Programming tasks in languages such as Python, JavaScript
- Automation of workflows (data collection, file conversions, etc.)
- Integrating APIs or third-party services to enhance functionality

TOOLS & TECHNOLOGIES:

Front-End

- **HTML5, CSS3**
- **JavaScript:** (React.js, Next.js for server-side rendering)
- **UI/UX Tools:** Figma
- **Responsive Design** & cross-browser testing

Back-End

- **Javascript:** Node.js
- **Python:** Flask, Django
- **Databases:** MySQL, MongoDB
- **API Development** & integration

DevOps / Deployment

- **Version Control:** Git/GitHub
- **Deployment:** Vercel, AWS (S3, SageMaker, Lambda) (+ Netlify, Heroku)
- **Containerization:** Docker

General Tools

- **Bash/Terminal** proficiency: shell scripting, server management
- **Testing frameworks:** Jest, Mocha, Cypress

Project Management

- Trello, Jira, Asana, Notion, Slack
- Google Suite

AI / Data

- **Python** libraries (Pandas, NumPy, scikit-learn, TensorFlow, Qiskit, PennyLane)
- **API integration** with GPT-based models or other AI services
- **Optimization Methods** (Gradient & Population-based)

Security & Best Practices

- Basic **OWASP** knowledge, SSL, handling environment variables, etc.