

KEVIN PONS

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EDUCATION

Berklee Online – *Online*

2021 – Present

- Master of Arts in Music Business (Expected Graduation Summer 2024)
- Focus on historical and contemporary music business developments
- Studying key industry roles: artist management, music business law, A&R, digital marketing, and data analytics

James Madison University – *Harrisonburg, VA*

2009 – 2011

(*Transfer Student*)

- Bachelor of Music in Music Industry, Concentration in Classical Guitar
 - Learned core concepts of music business entrepreneurship
 - Received traditional musical education with extensive music theory and ear training
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RECENT TEACHING EXPERIENCE

(Instruments: Electric Guitar, Acoustic Guitar, Classical Guitar, Electric Bass, Ukulele, Drum Set, DJ, Beginner Piano)
(Concepts: Music Theory, Ear Training, Song Writing, Music Production, Sound Design, Marketing, Music Business)

Private Music Instructor (All Ages), Sole Proprietor – Kevin Pons Music – *Traveling & Online*

2012 – Present

- Uses online platform since start of COVID-19 pandemic
- Employs multiple camera angles and live feed from tablet to provide immersive experience
- Tailors lesson curricula to individual students' learning styles and musical interests

Private Music Instructor (All Ages) – Music & Arts – *Oakton & Alexandria, VA & Online*

2012 – April 2023

- Utilizes adapted online setup to accommodate M&A lesson structure
- Provides course materials digitally through weekly emails
- Organizes M&A schedule with personal business calendar to prevent double-booking

Group and Private Music Instructor (All Ages)– Bach 2 Rock – *McLean, VA & Online*

2016 – 2021

- Primarily taught group Ableton Live and DJ classes using provided curriculum
 - Expanded on lesson plan by deconstructing and explaining concepts behind popular tracks
 - Supported colleagues by regularly substituting and attending their shows
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RECENT INDUSTRY EXPERIENCE

Social Media Ad Editor, Live Visuals Engineer "VJ" – 3D Productions (EDM) – *Washington D.C.*

2022 – Present

- Arranges ad "treatments" and edits shortform videos synchronized to music for social media marketing
- Communicates with lead promoter for proper use of artists' intellectual property
- Operates live visuals software during events and alters content at the discretion of artists' tour managers

Promoter, Live Visuals Engineer "VJ" – Give Productions (EDM) – *Fairfax, VA*

2021 – Present

- Designs event banners for social media use and manages Instagram account
 - Motivates and monitors "Street Team" activity to extend digital reach
 - Runs live visuals and executes setup/teardown of audio-visual equipment
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SKILLS

Music Related:

- Ableton Live 11
- Adobe Audition
- Resolume Arena
- Live Sound
- Logic Pro X
- MIDI & VST
- Final Cut Pro
- Mixing & Mastering

General:

- Native French Speaker
- Adobe Photoshop
- Microsoft Word
- Google Docs
- SQL
- Zoom
- Microsoft Excel
- Google Sheets