

KEVIN PONS

[Portfolio](#) | [LinkedIn](#)

EDUCATION

Berklee Online – *Online*

2021 – 2024

- Master of Arts in Music Business
- 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

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 – 2023

- Utilized adapted online setup to accommodate M&A lesson structure
- Provided course materials digitally through weekly emails
- Organized 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

RECENT INDUSTRY EXPERIENCE

Lead Promoter – [Give Productions](#) (EDM) – *Fairfax, VA*

2023 – Present

- Manages and organizes team of eleven promoters and the organization's "Street Team"
- Reversed negative attendance trend to positive increase of 7.6% over 6 months
- Designs event banners for social media use and manages social media accounts

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

2022 – 2024

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

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