"musicmagnate"

PHONE +13465385969 EMAIL me@musicmagnate.pro ADDRESS Maryland, USA

PROFILE

Wilson Sunday Joel, popularly known as "Music Magnate" is a Nigerian- born, United States of America based self-taught multi-genre music producer, music director, music composer, audio engineer, song writer, voice and talent coach, multi-instrumentalist and media entrepreneur, who has made tremendous impact within the music and production space, first by his innovation and caliber of artists and creatives whose works he has given direction and prominence. With over two (2) decades of professional experience globally, he has directed concerts such as "*THE EXPERIENCE LAGOS*" arguably the largest gospel concert in the world held at the **TAFAWA BALEWA SQUARE (Where Nigeria's independence hand over from British colonial rule took place)**, for 9 years between 2011 and 2020, hosting globally renowned inspirational and gospel musicians like Donnie McClurkin, Kirk Franklin, Israel Houghton, Maverick City, Micah Stampley, Don Moen, CeCe Winans, Sinach, Fred Hammond, Kurt Carr, Chevelle Franklyn, Mary Mary, Ron Kenoly, Yolanda Adams, Travis Greenes, Hezekiah Walker, Sammie Okposo, Nathaniel Bassey(just to mention a few). **Wikipedia** acknowledges as follows: **'the music score and direction at the concert has been provided by Wilson Joel since 2013.'**

Wilson Joel is a member of the GRAMMYS' recording academy and the EMMYS Television Academy.

He has worked with Universal Music and Sony Music Artistes Judith Sephuma , Lulu Dikana , to name a few in South Africa as well as is published by Universal Music South Africa. He has produced and worked with other major local and international talents such as Timi Dakolo, Sinach, Nathaniel Bassey, Gloria Braimah, Chevelle Franklyn , Onos and more.

Wilson Joel has written, produced, mixed and mastered many hit tracks, working with leading and notable artists in Africa, Europe and United States of America, and Universal Music Group (since 2008) and Sony Music, independent producers and others. Wilson Joel's unique and outstanding works, published on multiple platforms of expressions, have been directly received and admired by over 40,000,000 (forty million) enthusiasts.

He's the creative head of Doxology Music Entertainment LLC, Maryland U.S.A where he now resides after been granted a petitioned visa as a "person of extraordinary ability" by the United states immigration. Creative growth, fair and equitable participation of music stakeholders, truncation of exploitative practices against artistes as well as talent management have been passionate projects which he advocates for in Nigeria while extending to other African countries and now to North America and beyond.

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PHONE +13465385969

EMAIL me@musicmagnate.pro ADDRESS Maryland, USA

MEMBERSHIP IN A RECOGNIZED INDUSTRY BODY

THE RECORDING ACADEMY (GRAMMYS) USA.

As an outstanding music creator of over 20 years of professional work, Wilson Joel is a member of the 2023 class of the prestigious recording academy.

The role of a Recording Academy member is to be a part of a community of professionals in the music industry who are dedicated to promoting excellence in the recording arts and sciences. Members of the Recording Academy come from a wide variety of backgrounds, including musicians, producers, engineers, songwriters, and other professionals who work in the music industry.

As a member of the Recording Academy, individuals have the opportunity to participate in a number of different programs and initiatives that are designed to support and advance the music community. This includes networking events, educational workshops, career resources, and other professional development opportunities.

In addition, Recording Academy members have the ability to vote on the annual Grammy Awards, which are presented by the organization and are widely recognized as one of the most prestigious awards in the music industry. By participating in the voting process, members are able to help recognize and celebrate excellence in music across a wide range of genres and categories.

Overall, the role of a Recording Academy member is to be an active and engaged participant in the music industry, with a focus on promoting excellence and supporting the ongoing growth and development of the industry as a whole.

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MEMBERSHIP IN A RECOGNIZED INDUSTRY BODY

TELEVISION ACADEMY (THE EMMYS) USA.

Wilson Joel's membership in the Television Academy as a Film Score Professional of over a decade means that he is a part of an organization that is dedicated to recognizing and celebrating excellence in television. The Television Academy is the organization responsible for awarding the Emmy Awards, which are widely considered to be the most prestigious awards in television.

The Emmy Awards recognize outstanding achievement in various areas of television, including drama, comedy, variety, reality, and documentary programming. The awards are presented annually in a ceremony that is broadcast live on television.

In addition to recognizing excellence in television, the Television Academy also serves as a professional organization for those who work in the television industry. Members of the Academy include actors, writers, directors, producers, and other professionals who work in television.

The Television Academy is an important organization in the television industry, and membership in the Academy is a significant achievement for anyone who works in television. It demonstrates a commitment to excellence in the field, and provides access to a network of professionals who can help advance a career in television.

SAMRO (SOUTH AFRICAN MUSIC RIGHTS ORGANIZATION)

As a music creator, Wilson Joel has been a licensed member of SAMRO since 2007. SAMRO 'is a copyright asset management society. It was established by the South African Copyright Act and aims to protect the intellectual property of music creators by licensing music users, collecting license fees and distributing royalties to music creators. SAMRO represents more than 15,000 Southern African music composers, lyricists/authors and music publishers. SAMRO has reciprocal agreements with 225 collecting societies in 150 countries allowing it to collect music royalties on behalf of its members around the world. Wilson, being a senior member of the organization, he mentors upcoming artists and judges their works too.



PHONE +13465385969 EMAIL me@musicmagnate.pro ADDRESS Maryland, USA

WIDESPREAD OF WORKS & INFLUENCE

Music Production

Wilson Joel has written, produced, mixed and ,mastered many hit tracks, working with leading and notable artists in African, Europe and United States of America, and Universal Music Group (since 2008) and Sony Music, independent producers and others, Wilson Joel, unique and outstanding works, published on multiple platforms of expressions have been directly received and admired by over 40,000,000(forty million) enthusiasts. Some of the works are listed here, while the rest are as contained as an Appendix A this Curriculum Vitae A:

Alagbara

Onos Ariyo (Nigeria) (https://en.wikipedia.org/wiki/Onos_Ariyo) - Released in Nigeria. Written and Produced by Wilson Joel. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=TBZUP6qNqso (194,040 views)

No Other Name

Sinach (Nigeria) (https://en.wikipedia.org/wiki/Sinach) Released in Nigeria and globally. It's produced by Wilson Joel. It's on all major platforms (Sound Cloud, Apple, Shazam, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch? v=plfN9-d1ddM (9,496,160 views).

• Everything has Changed

Onos Ariyo (Nigeria) (https://en.wikipedia.org/wiki/Onos_Ariyo) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=hHu9i9-S-Ek

Miracle Worker

Glowreeyah Braimah ft. Nathaniel Bassey (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer). YouTube: https://www.youtube.com/watch?v=UjKFd2Sjjcg

• Open Heavens

Glowreeyah Braimah (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=EZVu6WCrU9o

• Eze

Glowreeyah Braimah (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=TBSc94PduNc

• Kill My Flesh(Remix)

Chevelle Franklin (SA): Released in the South Africa. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=syOsVTs5hQ4

• Ayo

Sola Allyson (Nigeria) (https://en.wikipedia.org/wiki/Shola_Allyson) : Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer). YouTube: https://www.youtube.com/watch?v=RDpZ4SvwDbg

• Sola Allyson (Nigeria) (https://en.wikipedia.org/wiki/Shola_Allyson) Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) Youtube: https://www.youtube.com/watch?v=Tc3AXbO5wV

• The Answer

Glowreeyah Braimah (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=5QPksbwQQMo r Uri De



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• Nigerian National Anthem

Nikki Laoye (Nigeria)(https://en.wikipedia.org/wiki/Nikki_Laoye) - Produced for Ebony life TV Nigeria YouTube: https://www.youtube.com/watch?v=TZJfL8So4VI

• Cold

TY Bello (Nigeria) (https://en.wikipedia.org/wiki/TY_Bello_): Released in Nigeria. (Sound Cloud, Apple, Shazam, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch? v=3x7YOpFXHPA&list=RD3x7YOpFXHPA&start_radio=1

• TY Bello Live (Youtube Special)

TY Bello (Nigeria) (https://en.wikipedia.org/wiki/TY_Bello_): Released in Nigeria. Produced and Featured artist. YouTube: https://www.youtube.com/watch?v=PuK2Fla-Uxo

• Most High

Nosa ft Nathaniel Bassey (Nigeria) (https://en.wikipedia.org/wiki/Nosa_(musician).Released under Chocolate City Music in Nigeria. Mixed and Mastered by Wilson Joel. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) Youtube: https://www.youtube.com/watch?v=FRY8RUjMgHY

• Indescribable

Isabella Melodies (UK): Released in the UK. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=bwWT_5DPBSQ

• I Believe

Aghogho (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube:

https://www.youtube.com/watch?v=uvPirMfQrvQ

Jehovah

Glowreeyah Braimah (Nigeria) - Released in Nigeria. It's on all major platforms (Apple, Tidal, Amazon, Spotify, Boomplay, Deezer) YouTube: https://www.youtube.com/watch?v=EyxlCn6SVno

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PHONE +13465385969 EMAIL me@musicmagnate.pro ADDRESS Maryland, USA

The versality, exceptional and extraordinary ability of Wilson Joel is revealed in his versatility as an all rounder in terms of music production for the biggest concerts in Nigeria, Africa and arguably the globe:

• Music Director: The Experience Lagos (2011 - 2020)

Convened and hosted by Pastor Paul Adefarasin, "THE EXPERIENCE"

(https://en.wikipedia.org/wiki/The_Experience_(gospel_concert); arguably the largest gospel concert in the world held at the TAFAWA BALEWA SQUARE (Where Nigeria's independence hand over from British colonial rule took place), for 9 years between 2011 and 2020, hosting globally renowned inspirational and gospel musicians like Donnie McClurkin, Kirk Franklin, Israel Houghton, Maverick City, Micah Stampley, Don Moen, CeCe and Winans, Sinach, Fred Hammond, Kurt Carr, Chevelle Franklyn, Mary Mary, Ron Konely, Yolanda Adams, Travis Greenes, Hezekiah Walker, Sammie Okposo, Nathaniel Bassey(just to mention a few) with an average physical attendance of 700,000 people as of 2017, according to Wikipedia and as of 2020 over 1,000,000 people in attendance. Wikipedia acknowledges as follows: 'the music score and direction at the concert has been provided by Wilson Joel since 2013'

Alibaba January 1st Concert

Directed and Conducted the Music for the pioneer stand-up comedian in Nigeria, commonly referred to as 'the founding father of Nigerian comedy industry,' Atunyota Alleluya Akpobome

(https://en.wikipedia.org/wiki/Alibaba_Akpobome) popularly known by his stage name as Alibaba for his Alibaba January 1st Concert, a pioneer comedy concert in Nigeria. According to Vanguard

Newspaper(https://en.wikipedia.org/wiki/Vanguard_(Nigeria)), one of the most authoritative newspapers in Nigeria, 'debuted in 2015, and it has grown over the years to become one of the most anticipated annual events in the country, featuring the industry's biggest names, which include comedians, music stars, dancers, and others.' The foregoing include Richard Eyimofe Evans Mofe-Damijo

(https://en.wikipedia.org/wiki/Richard_Mofe-Damijo), Olamide (https://en.wikipedia.org/wiki/Olamide), Omawumi (https://en.wikipedia.org/wiki/Omawumi), Shina

Peters(https://en.wikipedia.org/wiki/Shina_Peters), Waje (https://en.wikipedia.org/wiki/Waje) Ayo Makun (https://en.wikipedia.org/wiki/Ayo_Makun), just to mention a few.

PHONE

+13465385969

"musicmagnate"

EMAIL me@musicmagnate.pro ADDRESS Maryland, USA

Music and Movie Productions

He has distinguished himself in producing music for leading Nigerian movies. He is one of the few professionals, who have been able to make impactful inroads into Nollywood (https://en.wikipedia.org/wiki/Nollywood) with the following movies:

• Hakkunde Movie (https://en.wikipedia.org/wiki/Hakkunde)

Contracted to produce the final re-recording audio for this Nigerian Original movie, featuring leading actors like Frank Donga (https://en.wikipedia.org/wiki/Frank_Donga), Toyin Abraham (https://en.wikipedia.org/wiki/Toyin_Abraham) and won he Africa Movie Academy Award (AMAA) (https://en.wikipedia.org/wiki/Africa_Movie_Academy_Awards) for Best Screenplay.

• Just not Married Movie(https://en.wikipedia.org/wiki/Just_Not_Married)

produced the musical score as well all audio healing and mixing for the movie which went on to win an award at the Abuja International Film Festival Award for Best Female Act.

• Tango with Me

Produced the musical score as well all audio healing and mixing for the movie which starred multi-award-winning actress, Genevieve Nnaji(https://en.wikipedia.org/wiki/Genevieve_Nnaji) and Joseph

Benjamin(https://en.wikipedia.org/wiki/Joseph_Benjamin_(actor)) as lead actors. The movie went on to be nominated in the Best Actress Lead role categories in both the Africa Movie Academy Awards (AMAA)((

https://en.wikipedia.org/wiki/Africa_Movie_Academy_Awards) and New York based, Nigeria Entertainment Awards (NEA) (https://en.wikipedia.org/wiki/Nigeria_Entertainment_Awards) respectively.

• Music Production and Administration of Mass Choir

Wilson Joel has touched and excelled in every part of music production including leading and managing people, being a catalyst for exponential growth and transformation of a mass choir of a religious place of worship of over 20,000 congregants.

• Music Director House on the Rock Church, Lagos (2011-2020)

Wilson Joel was engaged as the Music Director for House on the Rock

https://en.wikipedia.org/wiki/House_On_The_Rock_(Church) Church, between the year 2011-2020, leading a choir of close to 250 large. This notable feat entailed organizing and executing performance itinerary as well as all music orchestration for both local and international acts/talents, including; Travis Greene, Donnie McClurkin, Sammie Okposo, Nathaniel Bassey, Tim Godfrey, for all church conferences and special services. As an astute innovator, he turned the choir and their music 360 degrees around to become classical and contemporary, capable of composing their original songs, singing classical songs perfectly even with a basic contemporary music skill, becoming the first choir in Lagos State, the commercial capital of Nigeria with the foregoing unique capacity.



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• Music Production for Television

As part of his commitment to nation building efforts and putting his extraordinary expertise at the disposal of national transformation and a demonstration of the confidence of every sector of the music and entertainment industry in his capacity to deliver the best of production, he was part of this production, aimed at reinventing the Nigerian National Anthem and the perception of over 200 million Nigerians to the same.

• EBONYLIFE Television

Commissioned to produce the Nigerian National Anthem for Ebony Life Television, 'a subsidiary of EbonyLife Media, was a pan-African entertainment channel that was launched on the DStv (https://en.wikipedia.org/wiki/DStv), platform in 2013, to all of sub-Saharan Africa. In 2019, the channel also aired on the StarTimes(https://en.wikipedia.org/wiki/StarTimes) platform,'(http://ebonylifetv.com), founded by Mosunmola Abudu (https://en.wikipedia.org/wiki/Mo_Abudu), popularly known as Africa's Oprah and the Executive Producer and host of a TV talk show, Moments with Mo, which is the first syndicated daily talk show on African regional television, featuring global citizens, noble laureates, including, the 67th US Secretary-of-State and former Presidential Candidate, Hillary Clinton. The produced song was sung by award winning and leading inspirational musician in Nigeria and Africa, Nikki Laoye (https://en.wikipedia.org/wiki/Nikki_Laoye), to form the network's official National anthem repertoire.

• Partnership with Apple: iStore

Recognized as a leading and seasoned music producer by Apple and contracted to facilitate a sensitization promotion for an Apple developed music application; Garageband (https://www.apple.com/mac/garageband/), (https://en.wikipedia.org/wiki/GarageBand) for the Nigerian market, particularly, Lagos State, the commercial capital of Nigeria, showing users and prospects how to work the app from a seasoned producer's point of view.

• Partnership with X3M Ideas

Wilson Joel was contracted to work with Steve Babaeko (https://en.wikipedia.org/wiki/Steve_Babaeko) to set up X3M Ideas. Babaeko is a leading Advertising expert in Nigeria and arguably, Africa.

• Judge for TREM Choir Auditions

As an authority and trailblazer in his field he was engaged by the prestigious The Redeemed Evangelical Mission (TREM) in 2019, whose Ministry is led by Bishop Mike Okonkwo; with 160 branches in 10 nations of the world, to judge their mass choir auditions.

• Ambassadorial Contribution to the industry

As part of his commitment and ability to providing exceptional leadership in the industry, Wilson Joel is often relied on

• West African Delegate for the Sithengi Cinema Festival South Africa, headed by Sammie Okposo (2003)

Sithengi, a Section 21 non-profit organization based in Cape Town, was established in 1995 with the aim to promote the development of and trade in African film and television products; to expose African film and television products to the international arena; and to provide development and training support in the areas of marketing and selling these products to potential buyers. Went to exhibit the multifaceted and diverse sounds of West Africa on the platform of cultural show case.

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NOTABLE NATIONAL AND INTERNATIONAL AWARDS/AGREEMENT

• Doctor of Philosophy Music and Management (Escae University (https://en.wikipedia.org/wiki/ESCAE-University,_Benin) Honoris Causa, 2019)

On October 19, 2019 Wilson Joel was awarded for his extraordinary ability and impact and selfless service in the music industry in Nigeria and Africa as a whole by Escae-Benin University in Benin Republic. ESCAE-Benin is a technologyoriented institution of higher learning which offers world class certificate, Diploma, Degree and Postgraduate. It is accredited by the government of Benin and recognized by the Directorate of Evaluation and Accreditation of Federal Ministry of Education of Nigeria.

• AGMMA (African Gospel Music and Media Awards) (https://africangospelmusicawards.com/) - Music Producer of Excellence (2019)

The African Gospel Music and Media Awards (AGMMA) is the premier gospel event held in the United Kingdom, that recognizes the immense gospel talent that exists within the African gospel music and Christian media. Many prominent producers were nominated from different countries in Africa ranging from Ghana to Nigeria, Kenya and even the UK. Some in this category were Kofi Dua Anto (KODA) -Ghana(https://en.wikipedia.org/wiki/KODA_(singer)_), Okey Sokay-Nigeria(rb.gy/zesz34), Teddy B- Kenya, Goz Iam- UK, but to mention a few. However, Wilson Joel after a large consensus voting poll, emerged the winner in the Music Producer of Excellence category as an eloquent testament of his extraordinary ability, who has distinguished himself in the area of music production.

• The Beatz Awards (https://en.wikipedia.org/wiki/The_Beatz_Awards_2015)

Best Afro Gospel Producer (2015) At the maiden edition of the Beatz Awards, He won the Best Afro Gospel Producer for a song he composed, wrote and produced for Onos Ariyo; Alagbara. Fellow contenders in the award category were ace music producers, RotimiKeys, Phat-E, SMJ and Florocka

Crystal Awards- Best Producer (2014)

At the second edition of the Crystal awards in Lagos State, a Christian-centered award ceremony, Wilson Joel emerged the Best Producer of the year 2014. Other recipients were leading and renowned like Lara George (https://en.wikipedia.org/wiki/Lara_George), Frank Edwards

(https://en.wikipedia.org/wiki/Frank_Edwards_(gospel_musician), Sammie Okposo

(https://en.wikipedia.org/wiki/Sammie_Okposo), Buchi Atuonwu, (https://en.wikipedia.org/wiki/Buchi_Atuonwu), Yinka Davies (https://en.wikipedia.org/wiki/Yinka_Davies), Joseph Adebayo Adelakun

(https://en.wikipedia.org/wiki/Joseph_Adebayo_Adelakun), just to mention a few.

(https://www.pulse.ng/communities/religion/we-love-them-lara-george-frank-edwards-win-big-at-the-2014-crystalawards/I0pts8b)

• Business Visa for the establishment of Doxology Music (2009-2011)

(https://www.southafricavisa.com): Granted a Business Visa in South Africa to operate his business, which spanned 6 years as opposed to the 3 years typically given, based the recognition of the South African Government of the extraordinary nature of his work and unique contributions in the music industry, which include working with Universal Music Group and producing leading Music Artistes Judith like Sephuma (https://en.wikipedia.org/wiki/Judith_Sephuma), Lulu Dikana (https://en.wikipedia.org/wiki/Lulu_Dikana).

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EDUCATION

1993-1998 HIGH SCHOOL DIPLOMA Unity high school, Lagos

2019

Escae University, Republic of Benin

2023

POST GRADUATE (Honoris Causa) PROJECT MANAGEMENT (Preditive and Agile) Project Management Institute (PMI)

EXPERIENCE Eko Reemix Studio, LTV8: Lagos State-Owned (Defunct; 1998-2001)

Roles and Responsibilities:

- Set up equipment for musician's use as well as breakdown of set up after use.
- Conducted equipment maintenance and inventory taking of
- Clean up and post recording duties.
- Provided office support and supported office functions through administrative tasks, supplies ordering etc.

House on the Rock: Band Leader/Keyboardist (2001-2006)

Roles and Responsibilities:

- Responsible for the Instrumentalists in the group.
- Handled scheduling and rehearsals.
- Played the lead keyboard during services and special events.

Sammie Okposo's X-generation Band: Keyboardist (2001-2006)

Roles and Responsibilities:

- Played the Keyboard as a member of the instrumentalists in the band.
- Responsible for keeping touring logs and schedule.

Eagles Christian Center South Africa : Music Coordinator (2007-2010)

Roles and Responsibilities:

- Scored the different parts of songs selected to be taught in the choir.
- Ensured equipment were in good shape and available when needed.

 Maintained all equipment in the ownership of the Church as well as recommended up-to-date equipment and instruments to purchasing department.

• Liaised with Choir director to select songs befitting for church service or special events

Universal Music Contract Producer - Johannesburg, South Africa (2008-2011) Roles and Responsibilities:

- Responsible for the sound of selected newly signed artistes.
- Worked hand-in hand with management to
- Delivered on Schedule all projects handed down for production by various artistes.

Workshop Convener and Facilitator, Lagos - Notes to Notes (2016 - 2017)

- Taught on Music business and management ethics in the profession.
- The practical approach to the music industry in Africa and diaspora.
- Mentorship opportunities for upcoming artistes.
- Active Knowledge sharing and networking with various stakeholders in the music industry.
- Hands-on demonstration of some theoretical lessons discussed on certain instruments and software.

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EXPERIENCE

DOXOLOGY MUSIC: OWNER AND MUSIC PRODUCER 2007- Present

Roles and Responsibilities:

- Overseeing the songwriting, arrangement and recording processes.
- Managing budgets for assigned projects.
- Handling contracts and negotiations for staff.
- Making sure all stakeholders involved in a project shares the same goals and vision.
- Gathering feedback from listeners and using it to create a strategy for future musical directions.
- Consult entities and firms on Music activations and performances for special in-house or sponsored events.

House on the Rock Church- Music Director

(2011-2020)

Roles and Responsibilities:

- Presided as main director over musical programs and supervised productions.
- Planned and produced special musical concerts and/or workshops.
- Devise budgets and plan communications with sub-committees for various special programs and outreaches.
- Transcribed musical compositions.
- Selected music for church services.
- Auditioned and casted performers in ensembles.
- Directed band members at rehearsals.
- Arranged the scores.
- Direct the recording of performances for later review or distribution.
- Help soloists rehearse.
- Planned and scheduled rehearsals
- Arranged for the delivery and setup of interments.
- Studied and interpreted scores.
- Expanded and enhanced the breadth and depth of the choir's range of music to include classical.
- Oversee different sub groups and departments in the choir to achieve cohesion of goals.

