

Steve Hawkins

Artist • Songwriter • Audio Producer • Audio Engineer • Music Industry Professional

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Objective:

As an accomplished award-winning creative and production specialist, I have developed the critical, analytical, technical and organizational skills appropriate to the music, audio, broadcast media, and cultural industries. My many years of experience in music, electronics and computing are coupled with a strong operational practical side; producing audio recordings, editing and mixing them, mastering them, composing and performing music. I possess organizational skills, extensive industry experience and specialized training to generate positive outcomes.

Core Competencies:

- A diverse background as a drummer and vocalist
- Experienced songwriter, music composer
- A diverse background in music production and engineering, audio editing and post-production
- Voice talent for radio, television and narration
- Comprehensive knowledge of the methods and working techniques of the music industry
- Extensive knowledge of the techniques of acoustic designing and sound recording
- Extensive knowledge of operating digital and analog recording equipment, and music editing software
- In-depth knowledge of different musical genres
- Possess sound knowledge of budgeting with good business acumen
- Working knowledge of online research tools such and Nielsen other media software tools
- Good listener with excellent communication and project management skills
- Experience in creating web audio and video
- Vast experience with Apple-Mac computers. Proficient with PC-Windows, MS-Word, Excel, PowerPoint
- Social media, market research and analysis experience
- Goal oriented, deadline and results driven

Professional Work Summary:

Artist Drummer/Vocalist

As a student of Buddy Rich, from 1973 to present, drummer and backup vocalist for major artists:

- Albert King
- John Lee Hooker
- Rufus Thomas
- Percy Sledge
- Brook Benton
- Chuck Berry
- Sammy Blue
- Gregg Allman
- Leon Russell
- Dan Seals
- Glen Campbell & Tanya Tucker
- Daryle Singletary (drums on Daryle's "Rockin' In The Country" album on E1/Koch Records)
- Razy Bailey
- Cledus T. Judd
- Bertie Higgins
- Jeff Carson
- Johnny Rodriguez
- Ed Bruce
- Charlie McCoy
- The Ink Spots, among others.

Atlanta Music Group - Atlanta, Georgia

Audio Engineer - Record Producer - Label Executive - Music Publishing Administrator

2003 to Present

Grew the company by cultivating and directing two successful record labels (Emphasis Records and Alternative/Urban Records), and two lucrative music-publishing companies (Uncle Slim Music-ASCAP and Hannon-Hawkins Music-BMI), all under the Atlanta Music group umbrella.

- Manage multiple recording projects from conceptualization to release, ensuring completion of each project by setting up priorities, delegating tasks, planning and time management
- Coordinate with executive management across multi-divisions including marketing, publicity, distribution, new media, and business affairs, on creative direction, progress, and strategies
- Conduct evaluations and provided recommendations for strategic marketing tactics, branding, distribution and promotional partnerships for product releases
- Conduct marketing study and research to drive continuous improvement on existing products and services
- Continually evaluating technology, sales, and trends to attract and cultivate new fan bases for artists
- Establish, develop and maintain good relationships with industry publishers, labels, songwriters, producers, managers, agents, and attorneys in order to generate and identify new business opportunities and partnerships
- Represents the company by serving as a panelist and public speaker at music industry conferences, attending networking and red carpet events
- Administer the music publishing and master tapes catalogues, file copyrights with the Library of Congress and publishing clearances with BMI and ASCAP
- Involvement in the decision making of song acquisitions for inclusion in the music publishing catalogues
- Responsible for distribution negotiations and media buys
- Handle the legal affairs to include: drafting artist and publishing contracts, contract negotiations with artists and songwriters, vendors, and all other contractual obligations of the company record labels and publishing companies
- Create promotional materials, one sheets, audio clips, video promos, graphics, layouts, and compose liner notes for album/CD covers and inserts
- Oversee and implement marketing of: all print, broadcast, and in-store marketing, Street Teams, online SEO, social networking, traditional and online broadcasting, physical and viral products, and e-commerce platforms
- Oversee the publicity department, ensure media coverage, write or co-write company/artist press releases, selection of the press distribution outlets and news feeds, create and distribute electronic press kits (EPK)
- Chief audio engineer and staff record producer, responsible for all audio/video production of the record labels
- Audio mastering engineer for all label album releases, and preparing masters for mass manufacturing
- Review and approve final audio mixes, song sequences for albums, music videos, album artwork, and all promotional materials and maintained all physical and digital assets during the creative process and after project completion
- Assign bar codes and International Standard Record Codes (ISRC) to label release titles
- Registration of new release titles with Nielsen Sounscan, Gracenote (CDDDB) and All Music Guide
- Manage parts orders for CDs, promotional CDs, digital downloads and maintain album copy and credits
- Supervise creation of music and soundtracks for feature films and TV; collaborated with songwriters to create specific and original content, and handled negotiations to secure master and sync licenses
- Song plugger: major label artist cuts in the music publishing catalogues include Cher, Cyndi Lauper, Fleetwood Mac, Heart, Judy Collins, Peter Cetera, Mary J. Blige, Selena, The Temptations, Jermaine Dupri, Chaka Khan, Keith Sweat, Sean "Diddy" Combs; Cable networks and television shows Felicity, Dawson's Creek, MTV, VH1, HBO, All My Children soap, among others
- Develop and design company websites: write copy content, create flash, graphics, store fronts, audio clips and players, video clips and players, contact forms, FTP uploading and hosting

Ginn Music Group - GRC Records - The Sound Pit Studio - Atlanta, Georgia
Chief Audio Engineer - Staff Music Producer - Director of A&R - Catalog Manager
1996 to 2003

Served in various professional capacities, and attained vast music business knowledge during my tenure with this historic music company. Ginn Music Group is comprised of three record labels, GRC, Hotlanta and Aware Records, four music-publishing companies (Act One Music-BMI, Jalew Music-BMI, Moonsong Music-BMI and Grapevine Music-ASCAP), and legendary Sound Pit recording studio.

- Transfer and conversion of company's entire catalog of over two-thousand analog demo and master tapes to digital
- Created, input all data, maintain and manage a computer database for company demo and master tapes catalogue, as well a maintain an ongoing hard copy of the catalogue
- Delegated as administrative manager of the demo and master tapes catalogue
- Identify, sort and file all company music publishing and recording contracts
- Create, input all data, maintain and manage a computer database for company's music publishing catalogues
- Placed in charge of administering the music publishing catalogue, to include filing copyrights with the Library of Congress and publishing clearances with BMI and ASCAP
- Create, input all data, maintain and manage a computer database for company's catalogue of national and international record releases dating from 1969 forward
- Administrator of publishing and master tapes licensing
- Handled negotiations of deal points, licenses, and budgets with different vendors
- Liaison to label clients (Universal/MCA, Warner Brothers, Atlantic, EMI, BMG, Sony, Ace/Kent-UK) among others
- Assisted the company president in legal research of U.S.C. Title 17 Copyright Laws, U.S.C. Title 18 Crimes and Criminal Procedure. Participated in drafting, composing and expediting federal - civil copyright infringement and racketeering court motions
- Tradeshow event coordinator and overseer for Ginn/GRC Records booth at the International Bluegrass Music Awards and Convention, promoting the new GRC release of Red White & Bluegrass album "Jammer's Journal", and re-issue of Red White & Bluegrass 1973 album "Guaranteed". Created all graphics and print collateral. Liaison for label president between other label personnel attending the event
- Album/CD cover graphics designer
- Recording studio manager. Effectively managed the recording facility in all aspects of its operation
- Chief audio engineer and staff music producer
- Audio mastering engineer for label album releases and studio session clients
- Appointed Director of A&R and song plugger. Instrumental in securing major record label artist cuts with Ray Charles, Mary J. Blige, Sammy Kershaw, Will Smith, Oak Ridge Boys, Jermaine Dupri, Lil Romeo, Keith Sweat, Big Daddy Kane, Sean "Diddy" Combs, Lil Kim, Wyclef Jean, X-Clan, Special Ed, Shaquille O'Neal, John Michael Montgomery, and motion picture song placements in the movies "Larger Than Life" starring Bill Murray - Matthew McConaughey - Jerry Adler, and "Made In America" starring Whoopie Goldberg - Ted Danson - Will Smith, among others

Palifox Studios – Atlanta, Georgia
Chief Audio Engineer and Staff Music Producer
1994 to 1996

Provided professional audio engineering and music producing for this commercial recording studio owned and operated by Tim Pritchett, former Columbia/Epic Records executive.

- In charge of recording, production, mixing, editing, digital audio mastering for artists, songwriters, record labels, film producers, radio and television personnel
- Maintained client session time logs, and session track sheets
- Responsible for tapes catalog management, and archiving back-catalog analog tapes to digital tape
- Maintained the head alignment and cleaning of the analog tape machines
- Responsible for console to multi-track tape machine midi time-code synchronization striping
- Handled setup of sequencing for music programming and console automation

Picture One Films – Atlanta, Georgia

Sound Editor – Sound Designer – Dialogue Editor - Mixer - Composer

1994 to 1996

- Served as a production advisor to the producer and director
- Composed, engineered, produced and recorded music for feature films
- Edited dialogue tracks and created internal/external ambiences
- Created Sound Design, Foley and Effects tracks
- Perform final edit and mix of all audio content for films
- Avid non-linear sync of audio to video
- Graphics content creation for posters and retail VHS tape packaging
- Script researcher, developer and writer

Cedar Studio - Atlanta, Georgia

Music Producer - Audio Engineer - Studio Manager - Creative Manager

1984 to 1993

Acted as a manager, engineer, producer, creative specialist and session musician/vocalist for this successful career-focused artist project studio. Aesthetically and acoustically designed the studio to industry standards and specifications.

- Managed the recording facility in all capacities
- Created studio logos, print and packaging materials
- Established and maintained major music publisher and major label record company contacts and relations
- Acted as Creative Manager for acquisition of new artists, music for publishing and recording, and oversaw all project productions
- Book and prepare recording schedules to ensure sessions were on time
- Produce, engineer, mix and master EP projects on independent recording artists for the purpose of shopping production deals to major record labels. Project genres included; Pop, Jazz, New Age, Rap, Hip-Hop, Adult Contemporary, Children's Music, Country, Rock, Metal, R&B, Blues, Funk, Soul, Reggae
- Assisted musicians and singers by giving them creative direction in effort to achieve their best performances during recording sessions
- Ensured the recording projects were completed within allocated budgets
- Pitched project artists to major record labels, and original music compositions to music publishers
- Engineered projects for producers from Los Angeles and Nashville
- Performed digital and analog synthesizer, midi and sequencer programming
- In charge of studio equipment acquisitions
- Maintain and install midi, computer, digital and analog audio recording equipment as necessary

Platinum Recording Studio - Knoxville, Tennessee

Audio Producer - Audio Engineer - Studio Manager

1979 to 1983

Provided keen production and studio management skills that grew a very successful roster of advertising agency, Radio/TV, bands, multi-media companies, and individual local and regional business clients for the studio.

- Designed the studio, installed studio equipment and wiring, and theorized the acoustic treatment
- In charge of studio marketing, attaining and booking clients, work order management and bookkeeping
- Chief studio session engineer, music producer and audio editor
- Responsible for booking musicians, vocalists and voice talents
- Produce, engineer, mix, write ad copy and lyrics, compose music, and perform as a vocalist and voice-over talent for Advertising Agencies, Radio/TV and Multi-Media commercial ad clients. Agency and Media clients included: Early & Associates Agency, Dick Broadcasting, WIVK-FM, WOKI-FM, WNOX-AM, WROL-AM, WBIR-TV, WATE-TV, Davis Newman Payne Agency
- Maintain session track logs
- Ensure professional end audio product deliverables and client satisfaction
- Maintain studio equipment and upgrade equipment as required or necessary
- Liaison to studio investors

WRKR-FM - Racine, Wisconsin
Audio Engineer - Assistant Program Director - Music Director
1977 to 1979

Positioned in a production, operations and leadership role at this Top-40/Classic Rock station that led to successful radio programs, increased market shares, ratings and listeners through knowledge and appreciation of diverse music genres, and an understanding of the station's listening audience.

- Participated in directing the on-air experience of the station, including tone, sound, theme, and attracting audience share with new ideas and vision
- Worked with the General Manager and sales managers in support of objectives including increasing local market share and listeners, ratings, and revenue
- Worked with the sales department to ensure that ads were appealing and effective
- Worked as an audio engineer: recording, editing and mixing voice-overs and radio commercials
- Assisted in overseeing the promotion and execution of station remote broadcast events
- Involvement in the planning of programming and providing the disk jockeys with direction and ideas on content for their programs
- Devised creative, innovative concepts and strategies to attract, deepen and retain the listener audience
- Assisted the Program Director in managing, maintaining and monitoring on-air talent, e.g., frequent listening - air-check sessions with on-air talent
- Assisted in creating work schedules for the on-air talent
- Made recommendations to the Program Director on songs that should be added to station rotations based on instinct, audience research and peer interaction
- Determined play lists and ensure a well balanced music presentation for the music scheduling system
- Served as a direct liaison with record label promotion representatives, and speaking for the Programming Department with timely information on rotations and the likelihood of song additions
- Manage, inspire and motivate staff, in addition to working as a team member

Additional Experience:

Self-Recording Artist/Drummer/Vocalist - Music concerts Stage and Production Manager - Tour Manager for country music artist Daryle Singletary - Freelance web developer and designer

Awards:

- 2013 LA Music Awards – “Urban Artist”
- 2012 LA Music Awards - “Record of the Year” for producer & engineer of the album “What The Funk?”
- 2012 LA Music Awards - “Mark Vigil Male Singer/Songwriter of the Year”
- 2012 Artists In Music Awards - “Best Jazz Artist”. Nominated for “Best Blues Artist”
- 2012 Indie Music Channel Awards - “Best Male Blues Artist”
- 1982 Knoxville Entertainment Awards - “Pop Vocalist of the Year”
- 1982 Knoxville Entertainment Awards - “Pop Drummer of the Year”
- 1982 Knoxville Entertainment Awards - “Country Drummer of the Year”
- 1981 East Tennessee Advertising Awards - “Most Outstanding Radio Commercial” I wrote this commercial for a convenience food store chain, “Smoky Mountain Market”. The commercial ran from 1979 to 1989, and at the time was the longest singular aired commercial in East Tennessee history.
- 1979 Knoxville Entertainment Awards - “Rock Drummer of the Year”

Education:

Audio Engineering & Aural Acoustics
University of Tennessee
1973 to 1974

Music Theory & Percussion
University of Tennessee
1972 to 1974

Audio Production Adeptness Degree
The school of applied learning
1973 to Present

References:

**Chuck Rhodes - Label
President**
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