

# Weston Kinghorn

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## SUMMARY OF QUALIFICATIONS

- Passionate about researching music industry trends and artist image and branding
  - Enhanced personal knowledge of musical production and recording techniques as both a musician and engineer
  - Experience in content creation, social media strategy, and audience research
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## DIGITAL MEDIA & MARKETING SKILLS

- Paid Google Search and Video Ads, Google Analytics, Search Engine Optimization
  - Content Creation via Instagram, Twitter/X, Youtube
  - Analysis of Engagement Metrics
  - Adobe Suite, Canva, Wordpress
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## EDUCATION

**University of Northern Iowa**, Cedar Falls, IA

*Bachelor of Arts in Interactive Digital Studies: Music and Advertising*

May 2025

- Specialized training in personal brand development including content creation, social media engagement, paid and organic search, and analytics tracking
  - Technical training in electronic music production, studio recording, mixing, and live sound
  - EDM Independent Study - producing, branding, distributing, and marketing my own electronic music project
  - 3.7/4.0 cumulative GPA
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## MUSIC INDUSTRY EXPERIENCE

**Mix Castle Recording Studios**, Waterloo, IA

*Studio Assistant/Intern*

May 2024 - December 2024

- Set-up audio equipment, locate the best mic placement, and engage in studio recording sessions
- Perform basic duties needed to get the right sound out of artist performances
- Provide feedback on track mixes

**Radio UNI (Formerly KULT 94.5)**, Cedar Falls, IA

*Program Director/DJ*

January 2025 - May 2025

- Set weekly program schedule including talk shows, podcasts, music, and sports broadcasts
- Work with DJs/hosts on branding themselves and their shows
- Work with leadership team to come up with and plan events and promotional ideas to boost DJ involvement and retention and campus engagement
- Host of *The Rave Room*, live mixed DJ set of EDM tracks using Rekordbox software and Pioneer DJ controller

**KULT 94.5**, Cedar Falls, IA

*DJ*

October 2024 - December 2024

- Host of *The Rave Room*, a radio show featuring EDM artists
- Created custom sound effects, stingers, intros

**Bateria de Samba**, Cedar Falls, IA

*Founder/President*

January 2023 - May 2024

- Club founded to supplement a Brazilian Samba Drum Ensemble class, providing additional instruction and practice time
  - Created and maintained a digital presence for the group to boost club membership
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