

# A.J. KHAH

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AJKhah.com

**EDUCATION:** DEPAUL UNIVERSITY.  
Driehaus College of Business – Chicago, IL  
Deans list 2011-2013

MAY 2013  
**Bachelor of Science - Business and Entrepreneurship**

## DIGITAL / SOCIAL MEDIA / BRAND MARKETING/ WEB3

- ⇒ **Propelled two pop punk bands into the limelight by capturing more than 100,000 loyal followers** on various social media platforms (Facebook, Twitter, Instagram, Tik Tok), and upwards of **200,000 monthly Spotify listeners**.
- ⇒ **Developed and creatively implemented a visually stunning collateral/flyer campaign** that resulted in a \$200,000 record deal and \$150,000 music video option for one of the bands.
- ⇒ **Secured placement of a start-up's proprietary product in a major motion picture**, generating over \$500,000 in revenue.
- ⇒ Created Graphics and visuals that were viewed by millions on a Sports Emmy Nominated national sports broadcast.

## PROFESSIONAL EXPERIENCE

FAN CONTROLLED SPORTS AND ENTERTAINMENT – Atlanta, GA

2022 to 2023

**Camera Operator, Editor, Field Producer, Audio Engineer, Podcast host**

- ⇒ Strong expertise in live production, film and live sports production
- ⇒ Contributed to the success of two seasons of football as a Camera Operator, Field Producer, and Audio Engineer.
- ⇒ **Operated and maintained camera equipment** during games to capture high-quality footage of live action, ensuring every play was captured from the best possible angle.
- ⇒ **Coordinated with the NBC and Twitch Broadcast team as a Field Producer** to ensure a seamless live production, gathering information for live broadcasts and contributing to pre-game and post-game shows.
- ⇒ **Interviewed and collaborated** with many High Profile sports celebrities for interviews and live action performances.
- ⇒ **Served as an Audio Engineer, setting up and maintaining audio equipment**, including microphones and sound mixing boards, to ensure clear and high-quality sound was captured during games. Performed sound quality checks and front-of-house mixing to maintain company sound system.
- ⇒ **Problem solved** with lighting and production team to resolve any issues related to camera, video, audio recording, and lighting.
- ⇒ Ran two successful sports Entertainment podcasts, Don't Khahs a Ruckus and The Post game show, for over a year on the company channels across podcast platforms and twitch
- ⇒ Part of the team that was Emmy nominated for a Sports Emmy.

WE THE KINGS

2022-2023

**In Ear Monitor Engineer**

- ⇒ Successfully served as an In-Ear Monitor Engineer for We The Kings, a multi-platinum band, during three nationwide tours, ensuring exceptional audio quality and artist satisfaction.
- ⇒ Expertly managed all aspects of audio levels and mix during live performances, consistently delivering outstanding sound quality and optimizing the artist's on-stage experience.

- ⇒ Demonstrated proficiency in troubleshooting and resolving technical issues on the fly, minimizing disruptions and ensuring seamless performances.
- ⇒ Skillfully handled equipment logistics, including safe movement, packing, loading, and unloading, guaranteeing the timely setup and breakdown of the band's gear for each show.
- ⇒ Maintained meticulous attention to detail in instrument tuning, facilitating smooth transitions between songs and providing the band with a consistent and reliable performance experience.
- ⇒ Collaborated closely with band members and technical teams to understand their monitoring preferences and deliver tailored in-ear mixes, enhancing their comfort and performance on stage.
- ⇒ Proactively conducted soundchecks and line checks, meticulously verifying the functionality and optimal performance of audio equipment and in-ear monitor systems prior to live shows.
- ⇒ Exhibited excellent organizational skills in managing inventory, including tracking, maintaining, and replenishing equipment, ensuring all necessary resources were readily available for each performance.
- ⇒ Demonstrated strong teamwork and communication abilities, fostering positive working relationships with band members, crew, and other production personnel, contributing to a cohesive and efficient tour environment.

PLUG IN AND POUR - Atlanta, GA

2015 to 2022

### Marketing Associate

- ⇒ Leveraged strong expertise in brand and digital marketing to advertise and sell self-sufficient beer dispensing machines across the US market.
- ⇒ Developed relationships with potential product placement and advertising partners to execute digital, social media and product placement marketing strategies.
- ⇒ **Secured placement of the company's signature product** in the film, Blue Mountain State - The Rise of Thadland, released in 2016 to a cult audience following.
- ⇒ **Developed website content and advertising materials** (magazine spreads, flyers, press kits), that contributed to sales at Sea World, Busch Gardens, AT&T Center, and numerous casinos throughout the U.S.
- ⇒ Managed branding campaigns and event marketing initiatives in print, video, web and social media.

ZERO STUDIO - Chicago, IL

2016 to 2020

### Owner / Chief Marketing Officer

- ⇒ Owned, operated and managed a pro-level music production studio providing audio recording, editing, and mixing.
- ⇒ **Established and registered a limited liability company** for Zero Studio.
- ⇒ **Generated contracts with more than 600 artists within 4 years by aggressively marketing studio through numerous channels** - social media (Facebook, Twitter, Instagram), digital media (website: [www.zerostudio.com](http://www.zerostudio.com)), and persuasive marketing collateral.
- ⇒ Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement.
- ⇒ Managed branding campaigns and event marketing initiatives in print, video, web and social media.

MAKEOUT & SLEEP ON IT - Chicago, IL

2019 to 2022 / 2013 - 2019

### Founder / Bassist / Chief Marketing Officer

- ⇒ Key member of two pop punk bands and sole marketer of both bands to record labels and touring companies.
- ⇒ **Collaborated with lawyers** to negotiate recording contracts between the band and music labels.
- ⇒ **Established and registered a limited liability company** for Sleep on It.
- ⇒ **Managed Sleep on It finances** including: acquiring a point of sale terminal for sales on tour, business bank accounts and business credit cards.
- ⇒ **Fiercely marketed both bands through social media, state-by-state solo tours, and promoting the bands' music on Spotify and iTunes**, gaining international recognition
- ⇒ **Wrote, directed and filmed 15 music videos for Vevo, YouTube and iTunes** that chronicled each band, showcased their unique style, promoted their music to a far reaching audience, and generated significant ad revenue over a period of 6 years.

- ⇒ Music featured on Sunday Night Football, as well as Planet Fitness, Journeys, and Hot Topics locations nationwide. Coordinated teams of design and implementation professionals to manage all project objectives.
- ⇒ Albums reached number 1 ranking on Billboards Alternative Charts.
- ⇒ Developed and recommended product positioning, packaging and pricing strategy to produce highest possible long-term market share.

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## Skills

- Video Editing:

Proficient in Final Cut Pro, Adobe Premiere Pro, DaVinci Resolve, After Effects, Adobe Photoshop.  
Experienced with a Sony FX3

- Sound Editing:

Proficient in Protools, Logic Pro X, Ableton Live, Fruity Loops, Waves Plugins, Native instruments, and Sync

- Web design

- Extensive knowledge of web3 and blockchain technology.

### LANGUAGES:

- Portuguese: reading and conversational speaking
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