

Curriculum Vitae



Personal Information

Kervin Alberto Martínez Dockendorf (Mexican)

23rd, August 1986 (32 years old)

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Work Experience

- 1. Founder, Fangtasia Music** 2016 - Present
 - ✓ Music company focused on the alternative music market. First in Mexico, now In Germany
 - ✓ Provision of different services to bands and labels, such as music and video production, online distribution, music marketing, graphic and web design, music licensing and more.

- 2. Label Manager, ALTAFONTE MUSIC** 2015 - 2017
 - ✓ Online music distribution services to prominent bands and record labels from Mexico. First in Mexico, then In Germany
 - ✓ Upload and reviewal of audio/video products and their metadata so that they can be distributed to all digital stores and streaming platforms worldwide.
 - ✓ Scheduling and planning of audio and video releases with bands and record labels to develop the best marketing strategy to maximize income and exposure.
 - ✓ Continuous contact with music editors from digital stores to create awareness of potential hit releases, which translates to featured content on the iTunes homepage or inclusion of songs in Spotify playlists, to name a few examples.
 - ✓ In charge of everything related to publishing rights in Mexico for the "Altafonte Publishing" division.

- 3. Assistant General Manager, EMMACSACM Digital Hub** 2012 - 2015
 - ✓ Joint Venture between the Association of Music Publishers in Mexico (EMMAC) and the Mexican Collecting Society (SACM, equivalent to Germany's GEMA). In Mexico
 - ✓ Organization of the operational part of the company; creating a suitable working ecosystem, integrating our board members and managing staff, to assist our customers to the best of our ability.
 - ✓ Responsible for the creation of comparative reports based on customer's data to analyze how each business develops over time, allowing us to determine trends and changes in the market.
 - ✓ Licensing of music catalogues sold via internet and digital devices to companies such as Spotify, Deezer, VEVO, YouTube, Google Play Music, Apple Music, Claro Música, and Netflix among others.
 - ✓ Direct reporting to music publishers such as Sony/ATV, Universal Music, Warner Chappell, Peer Music and many more.

- 4. Music and Entertainment Industry Entrepreneur, Sequenz_** 2004 - 2015
 - ✓ Promotion, brand development and strategic marketing for national and international music projects, introducing them to new audiences and creating consumer awareness. In Mexico
 - ✓ Distribution of music CDs for independent record labels from all over the world, establishing long-lasting and quality relationships with top executives.
 - ✓ Negotiation of distribution and touring contracts with labels and music management agencies from Europe and America.
 - ✓ Organization of music concerts with bands from Germany, Italy, Canada, United States, and Mexico.

- ✓ Media planning for music projects touring Mexico, including radio interviews, press interviews, photo sessions.
- ✓ Negotiation of concert dates with potential bookers for shows in Mexico.
- ✓ I was hired by DADA X Club to take care of the logistics of their 10th anniversary event, which took place at Centro de Convenciones Tlatelolco, with more than 650 attendees.

5. **Translator / Professor of English**

2009 - present

- ✓ "Outstanding performance" award by UVM Campus Coyoacán. In Mexico
- ✓ UVM's English Academy Ministry. (Sept. 2010 through Sept. 2011)
- ✓ English lessons to personnel from the Mexican Ministry of Finance.
- ✓ Translation of procedures manuals for "Enseal" and "Cisco", health care and tech companies.

Education

- **Economics Diploma Course** 2013 – 2014
Instituto Tecnológico Autónomo de México, Campus Río Hondo. (ITAM) In Mexico
- **Music Business Diploma Course** 2012 – 2013
School of Audio Engineering Institute, México. (SAE Institute) In Mexico
- **BSc, Marketing (Grade Point Average: 9.5 out of 10.0)** 2008 – 2011
Universidad Tecnológica de México, Campus Sur. (UNITEC) In Mexico

Additional Education

- **Certification: Audience Growth - YouTube** 2016
- **Workshop: "Storytelling and effective pitch."** 2015
Centro de Investigación y Aprendizaje del Medio Ambiente. (CIAMA) In Mexico
- **Workshop: "How to come up with valuable ideas."** 2015
Centro de Investigación y Aprendizaje del Medio Ambiente. (CIAMA) In Mexico
- **Entrepreneurial Development Seminar with NAFINSA.** 2010
Nacional Financiera, S.A. (NAFINSA) In Mexico

Hobbies, Interests and Skills

- ✓ I love to read and know everything about "Behavioural Economics", that is the mix between Psychology and Economics. I'm fascinated by social experiments related to decision-making processes and I hope one day I can come up with an interesting one to see how people would act in specific situations.
- ✓ The environment and animal welfare are a priority for me. Last year, I became a vegetarian and moved to a small cottage in the middle of the woods. At the time, I was also collaborating with a non-profit organization focused in socio-environmental technology and alternatives for houses in rural communities in Mexico.
- ✓ I consider myself someone who likes to know things. Someone who can adapt to new lifestyles and situations. Someone who will always try to help and give advice if needed, and someone who is reliable.
- ✓ Interest in cryptocurrencies and blockchain. While I do not fully understand the technology, it fascinates me nonetheless.
- ✓ Part of a new band called "VantaNoir."