

# ARYAN ASHOORI

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**OBJECTIVE** | My long-term aim in the arts is to promote the forefront of exploration, including avant-garde music genres such as leftfield electronic, world fusion, progressive rock & metal, conscious urban music & more.

## SUMMARY OF MUSIC EXPERIENCE

**Music:** Performance, Production, Curation, DJing, Composition, Promotion, Distribution

**Taste-making:** Playlist Curation, Artist & Label Discovery, Cross-genre Musical Knowledge

**Business Management:** Creative Direction, Strategy, Digital & Physical Marketing, Admin

**Writing:** Research, Reviews, Critiques, Proposals, Interviews, Web Content

**Visual Arts:** Multimedia Design, Music Video & Documentary Film-making

**Communication:** Social Media, Public Relations, Event Planning, Fundraising, Festival Curation

**EDUCATION** | **[University of Bath]** Bachelor of Civil Engineering - 2<sup>nd</sup> Class Honours

**[Eltham College]** A-Levels (ABBB) - Maths, Further Maths, Physics, Design & Technology

**[IELTS]** English Language Qualification – Distinction (8.5/9)

**[SOFTWARE]** Literate in Microsoft Office (Word, Excel, Powerpoint), AutoCad, Adobe (Premiere, Photoshop, AfterEffects, Lightroom) & music production (Ableton, VirtualDJ Pro, Traktor & Reason)

**CERTIFICATIONS** | **UNICEF** Youth of Iran Representatives for International Aids Conference of 2004 in Thailand, followed by a **Johns Hopkins** certificate for involvement in an Aids Awareness Workshop in Tehran, Iran.

Certificate of Participation in the [Bhutan International Festival](#) by Her Majesty, the Gyaltsuen Jetsun Pema Wangchuck, **Queen of Bhutan**.

Certificate of Participation in the Annapurna Skatepark project by the **Government of Nepal**.

## MUSIC INDUSTRY EXPERIENCE

## OUTTALLECTUALS [2011 – PRESENT]

**Founder & Director** of this multi-disciplinary record label & art brand, including:

- Co-ordination, distribution & licensing for [150+ songs](#) in 50 releases on all major music platforms
- Catalysis of international collaboration between musicians through conceptual projects
- Promotion of releases through blogs, festivals, channels, platforms & tastemakers
- A&R, talent discovery & emerging trend recognition in early culture-forming stages
- Analysis of content performance from audiences, streams & downloads according to listener data
- Curation of 11 compilation albums, featuring 90+ international artists across electronic genres
- Live & recorded collaboration with various [UNESCO-listed Heritage](#) communities in India
- Full range of promotional multimedia design (videos, photos, banners, texts)
- Talks and workshops, including a written presentation at [TEDxBathUniversity](#)
- [Event organization](#) & promotion of shows in the UK, Nepal & Bhutan
- [Innovative fundraising](#) for post-earthquake rural development and skatepark construction projects
- [Documentary film-making](#), journalism & movie screenings at [Boom Festival 2018](#) & [House of Vans](#)

## BAXTAK [2011 - PRESENT]

**Music Producer & DJ**

- Performing DJ sets, including [BHIF 2015](#) (Bhutan), [Blackout Basel 2015](#) (Switzerland), [Pokhara New Year Street Festival 2016](#), [Yantra 4.0](#) (Nepal), [Ozora Festival 2016](#) (Hungary), [Astral Circus](#) (London)
- [Music production](#) including collaborations with international artists
- Licensing my song, 'The Blue Giant' with Syrian rapper, Assasi for an episode of [NCIS Los Angeles](#)
- Conceptual online DJ mixes for [Ajam Media Collective](#) & [Shivelight](#)
- 20 years of combined musical experience in playing the piano, electric guitar & digital production

**SHIVELIGHT**  
[2017 – PRESENT]

**Assistant Curation / Writing**

- Aiding the discovery of content for this channel with more than 100k daily plays & 35k+ subscribers
- Providing music for mixes on YouTube that are 1<sup>st</sup> ranked search results for “[Global Bass](#)” & “[Psy-dub](#)”
- Assistance in the curation of guest mixes and new syndicated content formats
- Offering promotional premieres and in-depth supplementary written interviews

**ETHNOFUSION**  
[2015 - PRESENT]

**Music Discovery / Playlist Curation**

- [110,000+ words](#) of music related blogging, reviews, interviews & articles
- 36 monthly playlists of world fusion electronic music, featuring 760+ individual reviews
- [Spotify playlist](#) curation with 800 followers in 9 months
- In-depth analysis & establishment of an ‘objective music quality standard’
- Gaining indexed knowledge of labels, artists & unique genres from all continents

**BHUTAN  
INTERNATIONAL  
FESTIVAL**  
[2014 – 2015]

**Festival Organisation / Creative Direction**

- Web design, administration, social media & content management, multimedia promo design,
- Programming, timetable planning & internal synchronisation of staff
- Written article about the festival for Druk Air In-flight Magazine
- Curation of collaborations between international beat-makers, Indian monks & local studios & more.

**THE UNTZ**  
[2017 - 2018]

**Guest Contributor**

Writing 15+ critical reviews, thought pieces & interviews for the leading dubstep & EDM publication.

**SECONDARY PROFESSIONAL EXPERIENCE**

**ACADEMIC MINDS**  
[OCT 2013 – AUG 2018]

510,000+ words of professional academic writing in environmental studies, urbanisation, sustainability & climate change, civil engineering, project management, architecture, globalisation, development studies, international relations, psychology & marketing.

**WEB DESIGN  
CONTENT CREATION  
& TRANSLATION**  
[OCT 2013 – PRESENT]

- Wordpress web design, multi-media & branding design for numerous clients including [Lilika's Treats](#), [Okher](#), Atlas Web & [BHIF](#)
- 10000+ words of original content for [Snow Yoda](#), [Learning Planet](#), [The Rust](#) & more.
- Translation of 30000+ words of socioeconomic articles from Farsi to English at 56 words per minutes
- SEO Management, AdWords planning & analytics.

**REFERENCES**

**[MARO ANASTASIOU] WRITER RELATIONS**

ACADEMIC MINDS

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**[JUSTIN WICKHAM] MAIN ORGANISER**

BHUTAN INTERNATIONAL FESTIVAL

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**[STEVEN TRUIJENS] PRIMARY CURATOR**

SHIVELIGHT

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