

HEMMER

AUDIO PRODUCER · SOUND DESIGNER · MUSIC DIRECTOR

Sound identity producer for global brands. Over 3 years translating corporate narratives into high-retention audio — from international campaigns to activations at CDMX's most exclusive venues.

- CDMX, México
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- hemmer.live
-  SoundCloud
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PROFESSIONAL EXPERIENCE

Independent Music Producer & Sound Designer

2023 – Present

Freelance · CDMX, Mexico

- ▶ Led the end-to-end development of sound identities for **FranMan Inc.** and other international brands, delivering Sonic Branding for advertising campaigns, brand activations, and mass digital distribution.
- ▶ Implemented a **4-phase agile workflow** (Briefing → Creative Proposal → Co-creative Revisions → Technical Delivery) that reduced review cycles and achieved **100% client satisfaction** on closed projects.
- ▶ Mastered and delivered **+15 productions** under international loudness standards (**LUFS**) for Spotify, Apple Music, and audiovisual distribution across social media.
- ▶ Designed educational soundscapes for **Dr. Leonardo Rodríguez's** production company, translating complex medical-scientific concepts into dynamic musical structures that optimize audience engagement and retention.
- ▶ Independently managed the full legal and commercial chain: contracts, **copyright schemes**, royalties, and high-fidelity deliveries (WAV, FLAC, AIFF).

Music Director & Resident DJ

2022 – Present

CDMX Underground Scene · **Soho House** · **Glashaus** · **Ajeno** · **Pod Arthouse**

PRODUCTION & COMPOSITION

Sonic Branding

Corporate Jingles

Score / OST

Sound Design

Continuous Audio

Composition

AUDIO ENGINEERING

Mixing & Mastering

Estándares LUFS

Multitrack Editing

Sound Synthesis

Signal Processing

SOFTWARE & DAWS

Ableton Live — Expert

Plugins VST/AU

WAV · FLAC · AIFF

MANAGEMENT & BUSINESS

Client Management

Contracts & Royalties

- Curated and performed **+40 sets** of House, Minimal and Disco at CDMX's most exclusive venues, elevating the sonic experience for audiences of **50 to 500 attendees** per event.
- Co-directed audio booths and live productions alongside **Loui Fresco**, consolidating the Hemmer brand in CDMX's premium circuit.
- Designed the sonic identity of the **Arena at Glashaus** runway show for premium fashion brands, aligning the auditory experience with the client's values and generating recurring attendance.
- Currently independently producing, mixing, and engineering the **debut studio EP** (August 2026 release): artistic direction, audio engineering, and distribution strategy.

VALUE PROPOSITION

SONIC BRANDING

Turns brand DNA into high-retention audio for campaigns, trailers, and activations.

TECHNICAL STANDARDS

Mixing and mastering under LUFS standards for broadcast, streaming, and mass distribution.

END-TO-END MANAGEMENT

Creative direction, contracts, copyright, and technical delivery. Zero friction for the client.

LIVE PERFORMANCE

Live music direction for premium events with audiences of up to 500 people.

Copyright

Budgeting

Agile Methodology

FEATURED VENUES

- Soho House CDMX
- Glashaus
- Club Lava
- Ajeno
- Pod Arthouse

KEY CLIENTS

FranMan Inc.

Sonic Identity · International Campaigns

Dr. Leonardo Rodríguez

Educational Score · Medical Video

Arena (Glashaus)

Music Direction · Fashion Brands

UPCOMING RELEASE

STUDIO EP

Independent production

Composition · Engineering · Distribution
Release: August 2026

LANGUAGES

Spanish

NATIVE

English

PROFESSIONAL