

DAYVON L. BURTON

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Professional Summary

Entrepreneur and visionary with over 10 years of experience in artist development, music licensing, placements and commercial music branding. Highly skilled and thorough knowledge in music production, song-writing and well-versed in all genres of music for different brands and audiences. Voting member of the Grammy Recording Academy, ASCAP member and Award recipient of the VH1 Hip Hop Honors Awards.

Relevant Work Experience

Founder Managing Partner

01/2005 to Current

Foundation Unit Entertainment Services LLC. – Los Angeles California and Orlando, FL

- Grew company profits by 50% in the first 3 years through negotiating the marketing theme song for 'Hyphy Juice' and Hyphy Juice Remix song performed by Clyde Carson. Hyphy Juice energy drink made \$6 Million in sales during its 1st year with sales that dominated Red Bull in Northern California.
- Developed viable alliances for international exposure with music licensing agreements represented in 32 countries worldwide
- Negotiated client contracts with MTV, VH1, Disney ABC, NBC, CBS, AT&T, Apple, Cadillac Denali for music placements in various commercials, TV shows, cellphone ring tones and music award shows
- Managed full database for all songs the company controlled for licensing purposes including splits, publisher credits, and addresses for payment and publisher information.
- Analyzed creative content to ensure each track accurately represents the brand and met the audio requirements
- Responsible for overseeing Schedule A for all sync areas, analyzing, reviewing revision requests, resolving music licensing issues with clients, maintaining sync licensing database, collection of cue sheets and working with music supervisors
- Composed and negotiated contract for the LL Cool J song titled 'Scratch your Head'
- Developed producers, artists and provided strategic and artistic direction through the creation of a brief
- Participated and led interactive music and voice conferences and workshops about producing, artist development, commercial music licensing and branding
- Conducted face-face client meetings across the United States and Canada

Artistic Director

06/2011 to 06/2013

Toronto International Music Summit – Toronto, Ontario

- Provided expertise to define viable conference, workshop topics to address current, future music market trends
- Auditioned, secured and coordinate artists/band line-up, aligning with vision and marketability of event
- Assisted with direct sales for attendance to prospective delegates
- Assisted with the execution of the live concert event

Vice President Of Operations Assistant

05/2006 to 12/2008

Purple Ribbon Entertainment (Big Boi From OutKast) – Atlanta, GA

- A&R assistant and responsible to scope out and hire viable talent for the record label
- Assisted with developing marketing and branding strategy for the artists
- Responsible for promoting artists for showcases and music launch parties
- Liaison between recording artist and record label ensuring the right music is selected for the artist.
- Marketed the movie/soundtrack "Idle Wild" for the legendary OutKast group.

Affiliations

- Voting member of the Grammy Recording Academy
- ASCAP member
- Juno Award Member
- Music Cares
- Award recipient of the VH1 Hip Hop Honors Awards

Education

Computer Studies

Career Solutions College - Union City, CA