

Cameron M. Wirtz

• 858.776.5100 • cameronw1206@gmail.com • <https://cameronwirtzofficial.weebly.com/> • [linkedin.com/in/cameron-wirtz-54b21551](https://www.linkedin.com/in/cameron-wirtz-54b21551)

Education

University of California, Los Angeles, June 2020

B.A in Music, Violin and Music Education, Minor in Music Industry

GPA 3.85, Dean's Honor List (all years)

Credential - California Music Teaching Credential, June 2020

Teaching Experience

• **Student Teacher**

- Santa Monica High School, 9-12 Grade (2020)
 - Instructed and conducted beginner, intermediate, and advanced orchestras
 - Developed online curriculum during COVID-19 outbreak using online tools such as Teoria, SmartMusic, GoogleMeet, GoogleClassroom, YouTube and NuTune.
- Broxton Elementary School, K-4 Grade (2019)
 - Developed elementary school Apple iPad music curriculum
- Emerson Middle School, 6-8 Grade (2019)
 - Coached singers while assisting in their musical theater production of ABBA

• **Visual and Performing Arts Assistant** (2017-2019)

- La Jolla Country Day School
 - Substitute teacher for high school (9-12 Grade) and middle school (5-8 Grade) orchestra and band programs

• **Private Violin, Viola, Stringed Bass, and Vocal Instructor** (2016 to present)

- Students include: 2 violinists, 1 stringed bass, and 1 vocalist

Performance Experience

• **1st Violinist**

- San Diego Philharmonic (2017-present)

• **1st Violinist**

- UCLA Philharmonia (2016-2019)

• **Baritone Vocalist**

- First United Methodist Church of Santa Monica (2018-present)

• **Baritone**

- **UCLA Chamber Singers** (2016-present)
 - Performed with the Buffalo Philharmonic for Grammy Nominated Composition, "The Passion of Yeshua"
 - Hired to perform on Final Fantasy tour at the Microsoft Theater

• **Solo Violinist**

- <https://youtu.be/z9QOIM6xIko?t=611>

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- **Solo Vocalist**

- <https://youtu.be/z9QOIM6xlko?t=1438>

Industry Experience:

- **Founder and President**

- **NuTune Music, Inc.** (2019-present)

- Designed and developed a web based interactive music education application that helps musicians master musical scales
 - Produced and recorded original sound files for the application
- Created, produced, and recorded teaching methodology videos to aid musicians in the mastery of scales
- Created marketing plan for production and launch of scales application
 - Directed marketing photoshoot for website
 - Prepared artist release documents for photoshoot
- Oversaw SEO and website optimization techniques
- Prepared trademark, corporation, patent, and copyright materials for submission to USPTO
- Successfully applied for National Association of Music Merchants tradeshow
- Organized tradeshow presentation, customized booth and developed marketing materials, banners one sheets and giveaways

- <https://www.nutunemusic.com/>

- **Intern**

- **William Morris Endeavor** (2019)

- Organized, developed, and booked performing artists for music festivals in the United States and South America.
 - Used analytics to organize musical trends depending on country
- Oversaw updates on “Fills gird”
 - Organized and developed an updated talent list for multiple music festivals
- Developed an “Estate Database”
 - Developed a database of WME clients who are deceased. Database allowed WME to open a new department to manage family estates of previous clients.

- **Marketing and Banding**

- **San Diego Philharmonic** (2017-present)

- Directed, created, and edited promotional video
- <https://www.youtube.com/watch?v=o2VO7MWsHHI>

- **Assistant Marketing Director**

- **San Diego Youth Symphony** (2016)

- Directed, created, and edited promotional video for the SDYS’s International Youth Symphony

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- https://youtu.be/c_P_LFChyLo

- **Content Creator**

- **Clueless Original Song and Video (2016)**
 - Performed, composed, and wrote music for the song clueless
 - Directed and filmed music video for Clueless
 - <https://www.youtube.com/watch?v=J7BgMmCbwrs>

Music Industry Initiatives

- **H.E.R - R&B Grammy Artist (2019)**

- Worked with Grammy award winning R&B artist H.E.R to implement branding, touring, radio, merchandise, and tv and sync opportunities
- <http://www.her-official.com/home/>

- **Fevvi - Music Innovation**

- Developed “Fevvi”, a fictional music startup company which allowed users to sync their travel habits to the types of songs they listened to
- Studied and analyzed product market fit, market segmentation, market quantification, differentiation, traditional and experimental marketing activities

- **Music Recording Agreements**

- Studied, analyzed and wrote recording agreements, artist agreements, guest artist agreements, side artist agreements, producer agreements, and recording budgets including concepts of royalties, compulsory licenses, damages, and other provisions of the Lanham Act incorporating copyright law.

- **Musicians With A Purpose (2014-present)**

- Musician and Founder
- A non-profit organization dedicated to bringing music education to underrepresented communities in the greater San Diego Area
- www.musicianswithapurpose.com

Other Skills:

- Logic Pro X, Pro-Tools, Sibelius, Finale, Final Cut Pro, Adobe Illustrator, Adobe Photoshop
- Proficiency in Violin, Viola, Cello, Bass, Clarinet, Flute, Percussion, Oboe, Trumpet, Saxophone, Trombone, Conducting, Voice, SmartMusic, Google Classroom