DUSTIN HAMMOND

Creative Marketing & Event Manager

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SUMMARY

Creative Technologist, Songwriter, and Content Manager leveraging advanced Generative AI tools and traditional music production to produce high-engagement digital media. Transitioning from a 16-year background in hospitality management and event promotion to full-time creative direction. Highly proficient in cutting-edge generative video workflows (Seedance 2.0, Kling, Flow, Veo) and expert in audio engineering (Logic Pro, BandLab, Suno), with a proven track record of building brand identity, producing multimedia content, and driving community engagement.

EXPERIENCE

Creative Marketing & Event Manager | Little Five Pub

12/2025 – Present | Atlanta, GA

- Spearhead the creative direction and rebranding efforts for a key venue in the Little Five Points district.
- Design original visual assets, logos, and digital flyers for weekly events (Trivia, Karaoke, Live Music), significantly increasing foot traffic.
- Manage social media content strategy, utilizing AI-assisted tools (Seedance, Kling, Flow) to create rapid, high-quality promotional videos.
- Coordinate event logistics, talent booking, and promotional partnerships, acting as the primary liaison for "The Show."

Songwriter & Digital Producer | Memorx Memories

01/2024 – Present | Atlanta, GA

- Compose original music and lyrics as a multi-instrumentalist (Guitar and Piano), blending live instrumentation with modern digital production.
- Produce, arrange, and mix vocal demos and tracks using Logic Pro (Expert level) and BandLab, integrated with AI harmonization tools.
- Produce high-engagement promotional artwork and visual media to support music releases.

- Oversee digital distribution and social media presence, growing the local audience through consistent multimedia output.

E-Commerce Owner & Operator | RecklessNights.com

2023 – Present | Remote

- Launch and manage an active Shopify storefront for an independent apparel brand, handling all aspects of site design, product listing, and customer service.
- Execute digital marketing campaigns and UGC strategies to drive continuous traffic and direct-to-consumer sales.

Hospitality Management & Bartender | Various Locations (Tin Roof Cantina, Maggie's)

2009 – 2025 | Atlanta, GA

- Provided high-level customer service and team leadership in high-volume environments over a 16-year tenure.
- Demonstrated reliability, conflict resolution skills, and the ability to manage cash flow and inventory under pressure.

CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – Coursera
- **Google Digital Marketing & E-Commerce Professional Certificate** – Coursera
- **Google AI Professional Certificate** – Coursera

SKILLS

- **Generative Video:** Seedance 2.0, Kling AI, Flow, Veo, Runway Gen-2 / Gen-3 Alpha, LTX Studio, FilmSpark (MovieFlo), Sora, Wan, Grok, Meta
- **Audio & Music Production:** Logic Pro (Expert), BandLab, Guitar & Piano Performance, Songwriting, Arrangement, Suno (Pro), Udio
- **Design & 3D:** Tripo AI (3D Modeling), Midjourney, Canva, 3D Printing (Ender 3 S1 Pro)
- **Platforms & Strategy:** Shopify, Social Media Management, UGC Strategy, Backstage