

Julian Torres Talayero

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Professional Profile

A first year Ph.D. student at KBS, and recent graduate from NYU Steinhardt. Fulbright alumni with nine years of experience working in Sonic Branding and Music Production for diverse media. Research interests include sensory marketing, immersive technologies, and sonic branding strategies on customer experience.

Education

- Ph.D.** **King's College London – King's Business School (KBS)**
Management Studies Research (Expected) 2025
- M.M.** **New York University (NYU), New York City, NY (GPA 4.0/4.0)**
Music Theory and Composition with concentration on Screen Scoring - Class of 2019.
• Designed and conducted an experimental research on how listeners perceive musical form and how it affects the likeability of a piece of music.
• Was part of the Fulbright Scholarship program for Graduate Studies.
• Conducted an eclectic analysis on the works of the hyperrealist artist Noah Creshevsky.
- Specialist** **Berklee College of Music (GPA 3.9/4.0)**
Certificate in Orchestration for Film and TV, 2016
- B.S.** **Instituto Tecnológico y de Estudios Superiores Monterrey (ITESM), Mexico City, MX (GPA 92.4/100)**
Digital Music Production Engineering - Class of 2015.

Teaching Experience

- Currently teaching the Music Assistant and Sound Technician courses, and working as a tutor for the Sound Assistant course at UNITED POP. April 2020 - Present
- Mentoring students from the music programs at Berklee College of Music. June 2020 – August 2021
- Conducted a class on On-location audio recording for Iberoamericana University. Aug. – Dec. 2012

Honors and Awards

- **Fulbright** scholarship for Graduate Studies 2017 (COMEXUS, México – June 2017)
- Orchestral recording selection for the NYU O¹ symphonic orchestra.
- Program Leadership Award – ITESM 2014
- Academic Excellence - ITESM 2013 and 2014
- Best original score for the Circulo de Oro Awards for Advertising with the music for 'Tesoros'
- Best Original Score, for the Short Film 'Supermisil' at the Seventh Annual Ballston International Film Festival (New York, USA – May, 2013)

Professional Experience

- Freelance – Music Composer and Sonic Branding** June 2011 – Present
- **Commercial Music:** Pitched music strategies for the brands Tide, Turkish Airlines and GSK. Composed the music for the Bernie Sanders campaign ads. Developed the sonic strategy for Mexico's tourism campaign ('Tesoros de México 2016', Awarded).
 - **TV:** Composed the incidental music for TV shows: 'Big Brother PM', 'The Voice México, 3,4,5 and 7th seasons, 'Amores con Trampa' and 'El Color de la Pasión'

- **Film:** In charge of audio postproduction and composed the original score for the feature films: 'Lecciones de Vida', and 'Solo Después', and for the short films: 'Eigenleben', 'Modus Operandi', 'Old man and the shore', 'The Cry', 'Ale & Lui', 'Testigo', 'Teo', 'Supermisil'. (Awarded), 'Nude Fashion Film', 'Resiliente', 'Pongamos que hablo de ti', 'Marina', among others.
- **Theater:** Composed the complete original score for the play 'Pasión en Presente' by Israel de León Fajer premiered in Mexico City on July 7th, 2016 and 'Te veré el año que viene' by Oscar Rosas also premiered in Mexico City, 2018.

Distrito Music Studios – Head of Studio and Composers

November 2015 – July 2016

Mexico City, Mexico

A music studio for television, advertising, artists, films and theatre.

- Led a team of composers for creating a catalog of 320 pieces of music for Multimedios Television, Canal 22 and other international productions
- Was part of the pitching process for placing our pieces in different media.
- Supervised the construction of the main studio as well as the equipment installation

Estudios Noviembre - Audio Postproduction Coordinator

June 2011 – November 2015

Mexico City, Mexico

A music studio focused on recording, mixing and mastering for multiple purposes.

- Coordinated a team of audio engineers for recording, editing and mixing audio for 16 films; examples are 'Knock, Knock', 'Como pájaros y abejas', 'Supermisil', 'Marina', 'Solo Después', and 'Girasoles'
- Produced the audio for the commemorative film of the 70th anniversary of the Universidad Iberoamericana

Technical skills

C++, Java, Microsoft, Apple OS, Pro tools, Logic, Sibelius, Reason, Final Draft, Max MSP, Supercollider, Processing, FaustLive

Languages

English: full professional proficiency. Spanish: native. French: intermediate. German: intermediate. Sign Language: Beginner.

Volunteer Experience

April 2019 – Aug 2021: Collaborator for Composure, a company focused on the implementation of VR technology to promote wellbeing and reduce anxiety disorders.

Aug 2008 – Dec 2019: Founding member and advocate in "Familias Unidas", an association dedicated to promoting road safety awareness

April 2016 – August 2017: Volunteer at World Vision Mexico sponsoring a child's education from a financially disadvantaged community in Mexico