Sep Ghadishah | djsepone@gmail.com

Expertise in the fields of music entertainment, DJ/performance, event production, day-of management, consulting, event promotion, marketing, social media management, newsletter and online marketing, ad management, radio and press promotion, and generating both written and visual publicity materials, and web content.

1996-present: music professional/DJ/promoter/Twitch Affiliate
Music is my passion and profession. I am a long-time Bay Area DJ/promoter/producer. I spin at public and private events and regularly stream on Twitch.tv/djsep. I am the founder of Dub Mission, one of the longest-running Reggae clubs in the world (1996-2019). For 22 years, I had my own music shows on Bay Area radio (KPFA and KPFA). I've spun in London, Vancouver, Tijuana, many cities in the U.S., and most clubs in the greater Bay Area; and have opened for a long list of reggae, electronic, and world music artists. From 1996 to 2019, I was the talent buyer, promoter, and main resident DJ for **Dub Mission**, one of the longest-running parties in the world, and winner of five "Best Reggae Night" Awards by the readers of Bay Guardian (in 2013, 2014, 2016, 2017, and 2018). I have produced more than a 1000 shows. I have experience booking international and national electronic dub, roots reggae, and dancehall artists; promoting weekly and monthly events through social media, newsletters, web, press, and radio; coordinating street promotion for all the events; designing flyers, banners, posters, and other promotional materials to be used across various platforms (Photoshop) as well as hiring and coordinating various designers to do the same; assisting the sound crew both before and during performances; advancing the date and arranging for hospitality and accommodations; and hiring and managing box office staff.

January 2018-present: marketing/social media for How Weird Street Faire
Marketing, advertising, social media management and promotion for the How Weird Street Faire. I edited press releases, set up radio, press, and web promotions, and managed the festival's social media channels. **How Weird Street Faire**

1996-present: music promotion for festivals, venues, and artists
I have handled and/or continue to handle event listings for The Golden Bull, Elbo Room Jack London, Ashkenaz, Monarch, The Great Northern, and many others. I have written press releases and done promotion for the Festival of Harps, ShadowDance, Smoked Out Soul, and many independent musicians and organizations. I have also done promotion for the legendary I-Beam, Elbo Room San Francisco, 1015 Folsom, Cafe Du Nord, Top Of The Mark, Cornerstone, and others.

September 2018-March 2020: marketing/social media/newsletters for 111 Minna Gallery
Social media content, engagement management and promotion (IG, FB, Twitter, LinkedIn). Research and implementation strategies to grow audiences on all platforms. Content creation, design and implementation of weekly newsletters. **111 Minna Gallery**

April-June 2018: marketing/social media for Enchanted Forest Gathering
Marketing, social media, and promotion for Enchanted Forest Gathering. I generated press releases, set up radio and web promotions, and coordinated with the festival's publicity team. I also DJ'd at the festival. Sadly, no festival was held in 2019. **Enchanted Forest Gathering**

1994-2004: owner/general manager of Lipp Service Promotions
For ten years I ran my own music promotion company, Lipp Service, and oversaw national record promotion and publicity campaigns for independent labels and artists. I wrote press releases, consulted with various clubs and organizations throughout the Bay Area for their upcoming events. I have worked onsite and consulted for national and international labels including Virgin Records, Om Records, Alternative Tentacles, Jah Warrior Records (U.K.), Tanty Records (U.K.), Function 8, City of Tribes, Hearts of Space, Rastascan, Charisma, and others.

1988-2010: radio host on KUSF and KPFA
Radio is where I started my music career. I have hosted two weekly radio shows: on KUSF (1988-1998), and on KPFA (1994-2010). I also have experience editing sound, using primarily Ableton Live and Audacity.

Retail experience
I have worked for two retail stores that have gone to the great beyond: Rough Trade Records and Rainbow records, where I worked behind the counter, assisted buyers, and set up listening parties, contests, and artist appearances.

Journalist

I have a Bachelor of Arts in Journalism and a Minor in Art from San Francisco State University. I have worked as a freelance writer for S.F. Weekly, The Tenderloin Times, and other publications.