Krysta Rayford

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(she/her)

Profile

Professional recording artist, producer and educator with 12 years of experience in the music industry. A critically-acclaimed musician, public speaker and teaching artist with a demonstrated commitment to education and social equity, collaborating with schools and organizations across the United States. An empathetic leader with a creative media background and a Bachelor's Degree in Communication Arts (Radio, TV, Film) from the University of Wisconsin-Madison.

Expertise

- Innovative Leadership
- Music Production
- Diversity, Equity & Inclusion
- Public Speaking
- Intercultural Communication
- Program Management
- Creative, Artist Development
- Learning & Development

Professional Experience

GMI Artist-in-Residence & Instructor Sep 2020 - Present
Electronic Music Recording Arts (EMRA)
MacPhail Center for Music, Minneapolis, MN

- Faculty for first recording arts program in the nation's largest community music school
- Music instructor specializing in Music Production, Recording Arts and Songwriting
- GMI Artist-in-Residence 2021-2022 and co-director of the GMI Band
- Curator and host of "Step Up To the Mic," a music production workshop for schools
- Audio producer and host of EMRA podcast
- Public speaker and workshop facilitator for national and statewide conferences

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Digital Media Producer & Program Host Mar 2020-Jun 2021
iPondr Network, Minneapolis, MN

- First audio producer for media start-up, collaborated across teams on multiple projects
- Produced, edited and hosted short-form, creative audio content across a variety of topics (Dimensions of Health, Sports, Here/Now, etc.) independently
- Executive produced, wrote, arranged and performed iPondr's company theme ("Perfect")
- Booked, arranged and conducted pre-interviews for feature stories
- Wrote, edited and voiced scripts within tight deadlines
- Organized and facilitated creative meetings
- Recorded, edited and provided voiceover for iPondr's marketing campaign tools and social media videos

Camp Coordinator & Power Coach Jul 2018-Feb 2020
She Rock She Rock, Minneapolis, MN

- Coordinated and co-directed the Girls Rock N Roll Retreat camp for youth ages 9-18
- Taught a workshop called "The History of Hip-Hop" where campers learned different elements of hip-hop music production
- Supervised a staff of 70+ band coaches and music teachers over a 4-week period, working specifically with Power Coaches (high needs staff)
- Organized over 250+ campers into bands that performed at well-known music venues in Minneapolis and St. Paul

Music Producer & Voice Talent Feb 2011 - Present
Freelance

- Freelance audio producer and voiceover talent with a specialized background in audio description narration
- Experience in commercial advertisements (TV and online), radio, TV and film
- Placements and credits include: *Sesame Street* (PBS), *Empire* (FOX), *Independent Lens* (PBS), *A Black Lady Sketch Show* (HBO), *Barbie's Dreamhouse Adventures* (Netflix)

Professional Musician & Recording Artist Aug 2010 - Present
K.Raydio

- Independent musician, emcee and teaching artist who curates and hosts events, concerts and workshops in the Twin Cities. Intersectional community involvement includes: youth mentorship, class offerings, program facilitation and partnerships, and professional development workshop opportunities for educators and fellow musicians.

Education

B.A. Communication Arts (Radio, TV, Film) - University of Wisconsin, Madison, WI