

# DJ A-Tron

DJ • Tour DJ • Event Producer • Brand Partnerships • Radio/Media Personality • Entrepreneur

Location: Los Angeles, CA

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## Professional Summary

Open-format DJ and event producer known for high-energy club sets, tour-ready performance, and seamless brand integration. Experienced in artist support, nightlife programming, school-age events, and content creation—with a track record of converting live moments into social-first media and sponsor value.

## Core Competencies

- Open-format DJing (Hip-Hop, R&B;, Pop, Throwbacks, Afrobeats/Amapiano)
- Tour support: show flow, transitions, crowd control, quick reads
- Nightlife + curated events: bookings, run-of-show, hospitality, settlements
- Brand partnerships: product placement, co-branded events, sponsor activations
- Content creation: short-form video, event recaps, behind-the-scenes tour content
- A/V + production: LED wall concepts, lighting coordination, stage + FOH communication
- Client experience: schools, private events, promoters, venues, artists

## Experience

### Tour DJ (Personal DJ) — RJMRLA • 03 Greedo

2024–Present | Live shows, festival sets, and club appearances

- Deliver high-energy, tour-ready sets tailored to artist moments, crowd dynamics, and venue constraints.
- Coordinate with audio teams on DJ/mic routing and transitions to keep performances clean and consistent.
- Build show pacing that supports headliner energy while maintaining crowd engagement throughout the night.

### DJ, Event Producer & Host — DJ A-Tron Brand / Independent

2010s–Present | Nightlife residencies, curated events, corporate + private bookings

- Produce and perform at nightclub and special events—planning run-of-show, talent timing, and guest experience.
- Integrate sponsor deliverables into events (on-site presence, announcements, photo moments, and UGC).
- Maintain repeat client relationships by combining strong music programming with professional operations.

### High School Event DJ (K-12 Programs) — Schools & Community Events (SoCal)

2010s–Present | Dances, proms, pep rallies, fundraisers, assemblies

- Djed 50+ school events with age-appropriate, high-energy programming and clear MC direction.
- Collaborate with staff on timelines, announcements, and content filters to keep events smooth and safe.

## **Brand Partnerships & Collaborations — Selected brands: Fashion Nova, Pepsi, Nike (and others)**

Ongoing | Product placement, sponsorships, campaign integrations

- Develop event + content concepts that align brand goals with authentic nightlife culture.
- Execute co-branded promotions via on-site activations and social-first content packages.

## **Ventures & Projects**

- A-Z Management: Co-founder (with Zane) — artist and talent management.
- Tron Hookah Lounge: Founder/Operator — venue concept with live-music programming and private events.
- Pineapple Express LA: Food catering concept supporting events and community initiatives.
- Tron Cares: Community initiatives and event-driven giving (toy drives and local support).
- A Day in LA: Trademark and event/property concept in development.

## **Signature Strengths**

- Open-format versatility with a strong Hip-Hop foundation and clean transitions.
- Strong promoter/venue communication: tech needs, hospitality, timelines, and settlement readiness.
- Sponsor-friendly execution: trackable moments, clear deliverables, and content capture built into the run.
- Comfortable on mic: hosting, crowd control, announcements, and artist support.

## **Tools & Platforms**

- DJ Platforms: Serato DJ (video-friendly workflows), CDJ/S11-style club setups
- Content/Production: social video workflows, basic graphics/branding coordination
- Event Ops: ticketing platforms, run-of-show planning, vendor + venue coordination

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Updated February 10, 2026. Available for bookings, tours, brand partnerships, and event production.