

Resume / CV

REQUESTED INFORMATION FOR APPLICATION TO BERKLEE COLLEGE OF MUSIC
THOMAS A. FRAZEE

Resume / CV

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THOMAS FRAZEE

PO Box 53, N. Marshfield, MA. 02059 H: (208) 286-7664 ♦ C: (208) 286-7664 tom@admaginationstudios.com

LETTER OF APPLICATION

Dedicated Professor and Education Systems Developer bringing direct classroom experience, senior curriculum development and education program administration, as well as an industry recognized professional in music production, arranging, programming and songwriting over the course of a 40-year creative career. Talented teacher / mentor employing creative teaching strategies to engage students fully in the learning process using goal-oriented techniques to build a students advanced skill set and active portfolio. Certified SOLC and PMP Project Manager in the areas of educational systems development, advanced classroom & server-based workflow partnerships, student advisory programs and extended music education outreach initiatives.

I have spent 40 years in broadening my scope of industry recognized music creation and production as well as the continued development of my passion to teach. As the owner and creative head at our company Admagination, every day requires bringing together a balanced blend of writing, arranging, production, music technology as well as customer relationship and sales.

As a recognized music educator, I have been asked to create programs and initiatives that are used to develop entire departments of contemporary music studies, self-contained modules and components, ad hoc programs and fast track MOOC systems for accelerated online music education and classroom partnerships.

My education development and systems work over the last 5 years has been focused on the creation of an EdTech start-up called MEO / Music Education Online. As a platform, MEO uses a much more aggressive SCORM compliant LMS we developed that focuses on short, fast-track curriculum delivered in 5-7-minute topics using our proprietary Smart Player mark-up video technology. I also developed a mobile app that efficiently delivers the content on any mobile device. As a start-up, we were required to create a 60-month pro-forma as well as a Lean Start-up pitch deck and presentation with investor metrics. Visit www.meo.rocks for more information.

Throughout the development and iterations of my parent company Admagination, many additional skill sets were required to expand into:

- Advanced digital production
- Online content delivery
- Online music education
- Fast Track music curriculum
- Contemporary program development for on-site and online music education
- Project Management certification and application for teams up to 25 committee and department members
- Time Management certification and application

Having developed an advanced professional knowledge base makes me confident to lead and nurture any level of student committed to a creative career in music *and* help inspire the people who teach them.

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QUALIFICATIONS SUMMARY

EDUCATION:

- BM, Jazz Composition & Arranging, Berklee College of Music '77
- Certifications: SOLC, PMP
- Arranging and Composition Studies & Internships with: Allen Hoffman, Don Hannah, Joe Zito

FACULTY POSITIONS:

- Full-Time Faculty & Senior Curriculum Developer / All Subjects, Berklee College of Music 1980-1986
- Adjunct Faculty (Music and Humanities) University of Nevada, Las Vegas (UNLV) History of American Song / Songwriting, History of Rock and Roll
- Adjunct Faculty / Program & Curriculum Developer / Contemporary Music Theory / Music Industry / Music Technology, Northwest Nazarene University, Nampa, ID. Concurrent Credit Program for grades 11-12 as part of NNU's music department "training bridge" for music students.

SUBJECT EXPERTISE:

- Jazz and Contemporary Music Theory
- Scoring for Large Jazz Ensembles
- All levels of Harmony (including model harmony)
- All levels of Ear Training (emphasis on relative pitch and transcription and sight reading)
- Songwriting
- Performance Ensembles (Jazz, Rock, Pop, Vocal, Horns, Strings)
- Contemporary Music History (Jazz and Rock & Roll)
- Music Technology: audio editing, DAW (MAC and PC) MIDI, VST instrument suites and effects, mastering, notation
- Streaming media (audio and video) CODEC's, Server-side encoding
- CMS website design including HTML, CSS, JS.
- Video Editing
- Social platform music marketing and distribution

PROFESSIONAL HIGHLIGHTS:

- Built and maintained Admagination Creative Studios. A fully digital, audio for broadcasting and custom production facility in Boise, Idaho. We produced over 700 original jingle packages for clients and broadcasters in 49 markets in North America including: CBS, HP Printers, Albertsons, Florida Aquarium, SeaFair.
- Created the first music streaming website called "Songsurfer" in 1994, aimed at producers who are looking for direct contact with independent songwriters. [See article here](#)
- Designed and maintain "Best in Media" online media awards, judging and data management for the state broadcasters associations (NASBA)
- Wrote the theme song, production elements and performed for the National Finals Rodeo, The 2003 Tournament of Roses Director Dinner, the 2004 Komen Race for the Cure National Race / Washington DC., Music for All National Conference, 2000 Boise Millennium Celebration.

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- Beta Tester / Consultant for: Cakewalk / Sonar, AMG KAB Brass VST, WAVES VST Bundles, MSI Media Optimized Motherboards,
- Entertainment Director, Boise River Festival 1995-2003. 4 days, 7 stages, 150+ local, regional and national acts.
- Produced the World Sports Humanitarian Hall of Fame Induction Ceremonies including the theme song.
- Scored and orchestrated for the Boise Philharmonic during their performance at Equus & Overture
- Trombone and /or keyboard performances with: Wayne Newton, Al Jarreau, Gloria Gaynor, Willie Nelson, Don Vincent / Al Alvarez pit orchestras in Las Vegas, NV. Kristine W. (dance music innovator) Jazz and funk ensembles at: The Gene Harris Jazz Festival, Mammoth Mt Jazz Fest, Lionel Hampton Jazz Festival, Stuff, Fred Wesley, Maceo Parker, Zara, Sidros Armada, Roché, Virgil Thomson, Jeff Hamilton.
- Memberships in: NAB, NAAM, NSAI (Nashville Songwriters Association International), MESA (Media & Entertainment Services Alliance) MMA / TMA (MIDI Manufacturers Association) Phi Mu Alpha Symphonia, IFEA (International Festivals & Events Association)
- Awards & Recognitions: Governors Arts Award / Boise Idaho. IFEA Pinnacle Award (4) for Best Advertising & Promotional Materials and Best New Children’s Show. Honorary Membership into the 116th Army National Guard. (see more below)

EDUCATION

High School Diploma: 1972

Glastonbury High School - Glastonbury, Connecticut

Completed Freshman Year: 1973

Performance and Composition, Hartt College of Music - University of Hartford

Bachelor of Arts: Jazz Composition & Arranging / Performance, 1977

Berklee School of Music - Boston, MA

Studies with:

- Composition and Counterpoint: Allen Hoffmen / Hartt College of Music.
- Jazz Arranging and Scoring: Don Hannah / Las Vegas Arranger / Composer
- Production and Arranging: Joe Zito / Nate King Cole Musical Director
- Trombone: Tony Lada, Bill Erickson, John Swallow

PROFESSIONAL CERTIFICATIONS & PROGRAMS

- **Strategic Organizational Leadership Certified (SOLC): 2014** MSI / Management and Strategy Institute
- **Project Management Professional / PMP Certified: 2014** PMI / Project Management Institute
- **Executive Professional Development Certification in Lean Start-ups & Entrepreneurship: 2015** / Idaho Small Business Development Center-COBE / BSU
- **Program Studies: Guy Kawasaki “Art of the Start” and Eric Ries “The Lean Start-Up”:** 2015 with Kriss Kirchhoff / Former VP and General Manager, Hewlett-Packard

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NOTED ACCOMPLISHMENTS

- Ranked in the 92 percentiles in student evaluations for teaching at both Berklee College of Music and UNLV.
- Wrote and produced the Boise 2000 Millennium Celebration that included a 100 voice all-school choir, 14-piece band, 25 dancers, several multimedia segments, production tracks and a 15-minute live music synced to a Zambelli Internationale Fireworks Show. SkyNews voted the Boise Celebration "Best Live Celebration West of the Rockies".
- Arranged, produced and performed "The Crusaders Edition" for the Gene Harris Jazz Festival / The Music of the Jazz Crusaders.
- 700+ custom jingle and station ID packages in over 49 markets in North America, including CBS, HP, Albertsons, Florida Aquarium, with an estimated 303,000 airplays in 2014.
- Composed and orchestrated an extended version of the National Anthem for the Boise Philharmonic and vocal
- Wrote and produced "How Cowboy Ernie Finds His Yodel" family musical that won "Best New Event" from the International Festivals & Events Association.
- Developed the first music streaming website in **1994** for the direct marketing of original songs to industry professionals. ([Click here](#) for the 1995 Idaho Statesman Article)
- Wrote and produced 2 NCAA Bowl Game halftime shows.
- Staff Arranger at Music Designers / Boston and MIDIWorks Studio, LV.
- Staff arranger for Legends in Concert / Flamingo Hotel, Las Vegas
- Current or Past Member of: NAB / NASBA, RAB, IFEA. Phi Mu Alpha Symphonia, AFM, AFT, NASI, ASCAP, GSC
- Staff Writer and Arranger for Carnival Cruise Lines: "Xctacy" & "Oba Oba"
- Entertainment Director, Boise River Festival 1995-2003

PERFORMING (TROMBONE, VOCALS & KEYBOARDS)

- Performances with: Don Vincent / Al Alvarez Orchestra / LV, Ike & Tina Turner Revue, Wayne Newton, Willie Nelson, Toto Zara w/ Arturo Sandoval, Gene Harris All Star Big Band, Saoco, Sidro's Armada, The Commodores, Cyclone, Nancy Roché, Chuck and Sandon's Project: The Crusaders Edition. Kristine W. (named by Billboard Magazine's 8th Greatest Dance Music Artist of All Time) Up With People. Mammoth MT. Jazz Festival, Gene Harris Jazz Festival, Lionel Hampton Jazz Festival.

EDUCATIONAL OR PROJECT & PROGRAM PARTICIPATION

- Faculty Senate representative to the 1982 Berklee Accreditation Self-Examination Steering Committee
- Senior Curriculum & Syllabus Developer and Event Producer: Berklee Songwriting Degree Implementation 1983-1985
- Created the Berklee Songwriters Competition: First interdepartmental cooperative project that involved: songwriting students, arranging students, vocal students, ensemble students and MP&E students to real-world produce the First Berklee College of Music Songwriters Competition. This was the launch pad for the beginning of the Songwriting Department. The contest / concert received scholarships from ASCAP, SESAC & BMI
- Music Department Humanities Developer / University of Nevada Las Vegas. 1986-1989

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- Entertainment Director, Boise River Festival 1994-2003. 4 days, 250,000 attendees, 7 stages, 150 acts, 56 volunteers and production crew. Voted “America’s Finest Family Festival” 4 years in a row by the IFEA Pinnacle Awards
- Producer & Sponsorship Development / Fulfillment-Boise Millennium Celebration. Secured \$4.1M in supporting sponsorship through the major’s office. Funds created the Boise Downtown Legacy Project.
- Ad hoc Student Advisor and Career Path Coordinator / Music Industry Degree / NNU Music Department, Dr. Casey Christopher-Chair
- Project Advisor for Student Crowd Funding Senior Projects: “Determining the Minimum Viable Product (MVP) for Phase 1 Lean Start Up.” NNU Spring Semesters / 2016-2017
- Project Manager & Senior Curriculum and Systems Developer for the implementation of MEOLaunchpad, an online platform, mobile app and fast track curriculum for the CCP (Concurrent Credit Program) under the Music Department at NNU’s High School to Degree Path outreach. (support documents [1,2,3](#))
- Created “Teach the Teachers” summer online music technology training and P2P tech support program. Teach the Teachers was a non-profit crowdfunding project that gave 50 high school music teachers access to an online music technology course and P2P system set up support for free! [Description](#) | [Cost Analysis Calculator](#)
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LINKS TO EXAMPLES OF MY BODY OF WORK

1. Composition, arranging and production in the style of hip-hop (Ambient Chillhop style)

“My Beautiful Star” (lyrics by Nancy Roché music and programming by: Tom Frazee) A chill-hop production inspired by the last interview with Chester Bennington (Linkin Park, Stone Temple Pilots) before he committed suicide July 20th 2017. Video shot and edited by Tom Frazee

[CLICK HERE](#) (Video)

2. Body of Work: Jingle Production

Since 1994, I have been writing and producing fully custom jingle packages for national, region and local clients. We have 700+ custom jingle packages that have been used by clients in over 49 markets. Including: CBS, Whole Foods, HP, Florida Aquarium, et al. Our work has won several NAB / NASBA state and regional awards in single and campaign commercial categories as well as PSA’s.

[CLICK HERE](#) (Audio medley)

3. Scoring for Video: EDM and trailer style orchestrations

Xtreme Cloth: Part 1 / The Wind Foils. The 1st of a 4-part series featuring the top sailing classes: Wind Foils, Olympic 1 Designs, Ocean Racers, Tall Ships. Raw footage was supplied several top sailing publications and broadcast networks.

[CLICK HERE](#) (Video)

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4. Horn and Rhythm Section Arranging for world music artist Toto Zara

Que Pena: This salsa driven arrangement features programmed bass, piano, percussion, horn beds. Guitar, vocals (coro and inspiracion) lead vocals, flute and trumpet / trombone were recorded live. Brass was used to add moving air to the AMG / Kick Ass Brass samples.

[CLICK HERE](#) (Audio with video score)

5. Recording Technique: Large choir sound produced with a female and a male voice

This is a demonstration of a recording technique we use for getting a large choir sound in just a short session and only 2 vocalists. This shows the score, the mic plot in a short piece we wrote for the demo, the performance of the 8 tracks both with a raw studio mic as well as the final mix

[CLICK HERE](#) (Video with audio, demonstrations of times we have used this unique technique and score)

6. Use of Samples: Little Drummer Boy

This production (with score) uses vocal hits, stems and short phrases, vocal pitch transposition as well as drum programming and a lead vocal to create a unique version of the classic "Little Drummer Boy". The samples feature vocal performances by Tom Frazee, Wayne Levy, Casey Bryant and Berklee alum Randy Crenshaw

[CLICK HERE](#) (Audio, programming techniques and score)

7. Letters of Reference with Contact Information

[CLICK HERE](#)

WORK HISTORY

Arranger, Composer, Songwriter, Programmer, Producer, 05/1994 to Current / Admagination Studios – Meridian, Idaho.

- Responsible for creative arranging, composing and production for jingle clients, works for hire custom songwriting, show producers, corporation image building and broadcasting.
- Worked directly with retail & service clients to develop branding and image packages for radio and television advertising. Currently active in 49 markets with over 700 clients and in 2014 achieving over 303,000 airplays.
- Developed a unique creative service (custom songs) for clients needing to brand and promote: Motivational Events, Festivals & Celebrations, Product Release, Cause Awareness.
- Created a unique relationship with broadcasting account executives, marketing and PR firms to provide custom audio for their clients. This relationship brought pre-qualified clients to our door. (www.bestinmedia.com)
- Developed dozens of corporate and non-profit image campaigns, product launch and motivational events as part of a shareholder or sales conference using custom songs. Clients include: Albertsons, HP Printers, Nikken

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International, Jus Nutritionals, Tournament of Roses, Komen Race for the Cure National Race, Washington DC., International Festivals & Events Association, NAB / NASBA National Conferences.

- Conceptualized, storyboarded, staged, wrote original songs and script for award winning children's musical: "How Cowboy Ernie Finds His Yodel".

Full-time Faculty, 09/1980 to 01/1986 / Berklee College of Music – Boston, MA

- Co-authored and developed the Berklee Songwriting Degree Program. ([Example: The Songwriters Toolbox](#))
- Produced the first Berklee Songwriters Competition as the launch of the Songwriting Department. Summary and Analysis [Click Here](#) | [Contest & Concert Part 1](#) | [Contest & Concert Part 2](#)
- Taught in all Core Subjects both beginner and advanced levels. Taught advance and directed study courses in Commercial Arranging / Small Ensemble, Songwriting, Modal Harmony, Ensembles.
- Started the premier Berklee Tower of Power Ensemble that featured small horn section playing and staging skill sets. Several students went on to be world recognized performers and arrangers, with one student asked to join Tower of Power.
- Worked on the accreditation self-evaluation Steering Committee as one of two Faculty Senate Representatives for accreditation renewal in 1982.
- Achieved a 92% rating on the Faculty surveys.

Adjunct Professor, 09/1986 to 05/1989 / University of Nevada, Las Vegas – Las Vegas, NV

- Developed and taught the music department humanities elective "History of Rock and Roll". Developed the curriculum that introduced students 100's of innovators in popular music since the 1940's and examined the social-economic environment that fostered the beginning of Blues and Rock & Roll. This included guest artist master classes and lectures. Instructed 3 sections a week in a lecture hall type setting to classes of 125 students each.

Curriculum and Course Developer / Adjunct Professor, 10/2014 to 08/2017 / Northwest Nazarene University / Music Department – Nampa, ID

- Worked directly with the Music Industry and Commercial Music division to implement a unique, fast track project oriented online Ed-Tech start up for their Concurrent Credit Program. Inclusive of the 3 modules: MEOLearn, MEOLaunchPad and MEOBridge that seeks to give aspiring music students in grades 11-12 and the first 2 years of post-secondary studies a system for them to study, create and test aptitude as they start their music career.
- Developed the MEO Smart-Player mark-up video platform using a SCORM compliant server and MOOC content structure.
- Created an app for Smart-Player mark-up video streaming to iOS and Android mobile devices.

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SOFTWARE PROFICIENCIES

Equally at home with WIN, Linux and IOS Operating systems.

Music Production:

- Cakewalk / Sonar, Logic Pro, Finale Notation, Printmusic, Notepad, ProTools, Cubase, VST Instrument & Plugins, Melodyne Solo, WAVES VST Bundles, Kontakt 5, East / West ComposerCloud (Play) Sample Player, Sony Sound Forge, LanD online AI mastering algorithms. Linux (Ubuntu) based open source DAW programs like LMMS, Audacity, Rosegarden. iReal Pro App, Garageband.

Video & Presentation:

- Camtasia SmartPlayer Mark Up Video Creator with SCORM compliant quizzing, Final Cut Pro, PowerPoint, Keynote, Prezi, Photoshop CS, Adobe PDF, All Office 365 Programs, Snag-it for HD screen capture videos or images.

Administrative / Office:

- Word, Outlook, Excel, Publisher, PowerPoint, PDF

Server Based Administrator Applications:

- Joomla CMS Web Design, cPanel and Linux server applications.

Project Management Applications: Cloud & Server Based

- Smartsheet, Workzone and Google Mavenlink for cloud-based Project Management and ProjectKnife for server-based Project Management

MOOC Programs & Systems:

- JoomlaLMS, SCORM Compliant Learning Management Systems.

WHITEPAPERS & LECTURES

- Classroom Partnerships: Machine Learning Algorithms: Compatibility & Workflow / Turning Theory into Muscle Memory. 2014 (available on request)

A study of how the partnership between in class and online fast-track LMS systems can increase the retention of theories and practices through repetition without adding time to an instructor's schedule. This is NOT a distance learning product, but a classroom partnership initiative

- Machine Learning Quick Start Algorithms: Compatibility & Workflow. 2014 (available on request)

The development of DLCAP® Dynamic Look-up Compatibility Application Process and REPort® Real-Time Education Progress Reporting Systems creates an automated application and profile generator for a student

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as well as auto-corrects assignments using custom algorithms based on three proven systems of music analysis for theory, musicality and aural characteristics.

- Non-Traditional Revenue Streams for the Independent Songwriter: 2017 (presented to songwriting majors at Berklee College of Music in October)

Discover the opportunities to create cashflow between performing and the record deal. Works for Hire (aka Commissionable Songs) is a way to produce billable original songs and opens the door for add-on product and services.