

Sonya Gonzales

505 W. 18th St
Austin, TX 78701

T 512.351.5162

sonyamgonzales@gmail.com
www.pachucadolce.com

About	Sound artist / musician / writer, living in Austin, Texas.
Work	<p>Analyst, University of Texas School of Law; Austin, TX – 2014-Present Generate advanced, statistical reports for annual law publications & assists with maintenance of Career Services Office website.</p> <p>Digital Project Manager, T3; Austin, TX – 2012-2013 Producer for various projects ranging from Wordpress blogs to desktop/mobile sites (B2C & B2B), apps, social-media pages, client-server architecture, web-to-lead form pages, CRM emails, advertising banners, and more.</p> <p>Publicist, Giant Noise; Austin, TX – 2011-2012 Publicist that managed reporting analytics, press releases, social media metrics, brand initiatives, communications, and event logistics for various projects and clients.</p> <p>Media Consultant, Zeale (artist); Austin, TX – 2009-2010 Created email campaigns, designed promotional materials, coordinated 2009 SXSW appearances, and created Wordpress website to market performances/appear</p>
Education	<p>University of Incarnate Word; San Antonio, TX – Masters in Communications (Media Arts), 2011</p> <ul style="list-style-type: none">• Thesis: “<i>The Music Map: A Reformation of the Business Structure in the Music Industry</i>” <p>Texas Tech University; Lubbock, TX – Bachelors of Arts, English / Minor, Music, 2007</p> <ul style="list-style-type: none">• Music Columnist, <i>The Daily Toreador</i> (2007)• DJ, KTXT FM (2006)• Contributor, “Cram Magazine” (2007) <p>Austin Community College; Austin, TX – AAS, Music Business, Performance + Technology, 2017</p> <ul style="list-style-type: none">• Studio Engineer, Aviateur (Austin band), Aug (2016); https://www.facebook.com/aviateurmusic/videos

Projects

PollyTrue, 2013-Present

- Live music, sound performances
 - * YouTube Channel: <http://bit.ly/2bNNwYz>
 - * Soundcloud: https://soundcloud.com/pollytrue_tx

“~Concord,” New Media Art & Sound Summit; Austin, TX. June (2016)

- Visual installation
 - * <https://pachucadolce.com/concord/>

Circuit Bent Walkman, July (2015)

- Personal project adding pitch control to an old cassette player
 - * <https://pachucadolce.com/circuit-bend-project-sony-walkman/>

Publications

“The Harbinger,” 2007

- Literary journal contributor
 - * <https://www.behance.net/gallery/2709687/Print-The-Harbinger>

URB Magazine (online), 2009

- Event & music reviewer
 - * <https://www.behance.net/gallery/2714737/Online-Music-Website-URB-Magazine>

“Sonic Itch Music,” 2008

- Contributor
 - * <https://www.behance.net/gallery/2714389/Online-Music-Blog-Sonic-Itch>