

Jessica Muñiz, MFA

**Music Career Consultant
Founder/CEO, NIZCO MUSIC**

LET'S WORK TOGETHER!

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BRIEF BIO

Jessica Muñiz is a music career consultant, composer/producer, and Assistant Professor of Music Business at the University of North Texas. The 16+ year music industry veteran is also the Founder/CEO of **NIZCO MUSIC** – a music career consulting company that helps musicians compose their careers to their own **B.E.A.T.** Passionate about serving music creators and supporting the future of music, Jessica serves on the Boards for multiple music industry organizations, including The Recording Academy (Texas Chapter) and was also nominated for the Music Business Association's 2024 Music Business Educator of the Year Award. As a composer/producer, Jessica has created music for numerous production companies including MundoFOX, Univision, PBS, IMAX, and Universal Production Music. She is also a published and commissioned composer with both national and international performances of her work and also worked as a sound designer/composer in multiple dance and theater projects. To learn more about Jessica, please visit www.nizcomusic.com.

SERVICES

Jessica's services are designed for musicians looking to improve various aspects of their careers, covering the key areas of **Business, Education/Entrepreneurship, Artist Development**, and **Technology (B.E.A.T.)**. Range of services include:

- **Business:** Assistance with setting up and managing a musician's portfolio career, as well as tips on industry best practices, networking, and more.
- **Education/Entrepreneurship:** Workshops, seminars, and resources to help musicians improve their skills, knowledge, and understanding of the music industry, and how/where to find work.
- **Artist Development:** Professional guidance on refining artistic abilities, developing a unique brand, and building a strong fan base.
- **Technology:** Access to modern tools and resources for music production, metadata, and distribution, ensuring musicians stay current with industry advancements.

TESTIMONIALS

"Combining youthful enthusiasm with mature judgment, Jessica has proven to be a patient, fair, capable, caring, respect worthy, challenging, engaged and engaging teacher who is knowledgeable and confident in her subject, and who inspires enthusiasm by going the extra mile."

Dr. Michael Caldwell - Former U.S. Artistic Ambassador, Concert Pianist

"Jessica isn't just a mentor; she's become a trusted friend and an invaluable asset to my career. Her unparalleled expertise in metadata and sync has truly set her apart. I'm incredibly grateful for our connection and eagerly anticipate many more fruitful collaborations in the years ahead."

Shiela G. - Latin Pop/R&B Artist

"Jessica's expertise on being versatile in all mediums when promoting myself as a musician and marketing professional was a huge asset that led me to get leads for paid social collaborations and work opportunities and leverage my professional platform to the next level."

Kirsten Haddox - Manager of Digital Strategy & Content, Pittsburgh Symphony Orchestra

PRESENTATION TOPICS

There's a wealth of music industry topics to delve into. Given the dynamic nature of the industry, staying informed is key. Jessica is well-equipped to provide up-to-date insights, having presented to audiences of over 450 in one session. Here are some topics she has covered:

- **Avoid the Scams:** *Spotting Music Industry Red Flags*
- **Crafting A Fan Avatar:** *The Secret to Building a Loyal Fanbase*
- **C.R.E.A.M. "Get the Money":** *How To Make A Living Using Scoring For Media Techniques Beyond The Screen*
- **Establishing A Musician's Portfolio Career**
- **Establishing A Composer's Portfolio Career**
(designed specifically for composers/producers)
- **Filling The Gaps:** *How To Uniquely Incorporate Music Career and Business Principles Without Interrupting Current Music Curriculum (designed for music educators)*
- **Find Your B.E.A.T:** *A Guide To Achieving A Sustainable Music Career*
- **Know Your Worth:** *The Art of Setting Your Music Rates*
- **Metadata Matters:** *The Power of Music Tagging To Expand A Song's Reach*
- **Music, Media, and the Law:** *Unraveling the Music Industry's Legal Tapestry*
- **Rent for Rent:** *Making A Living By Licensing Your Music*
- **Samples of Sampling...and How To Do It Safely**
- **Tick Tock for TikTok?** *How To Protect Your Content And Engage With Your Fans Beyond Social Media*
- **Your Digital Spotlight:** *Master the Art of the Electronic Press Kit*

SELECTED PRESENTATION EXPERIENCE

- **The NAMM Show** *(approx. 62,000 attendees in 2024)*
- **Dallas Symphony Orchestra MOSAIC Series**
- **AT&T Performing Arts Center: Young Women's Leadership Conference**
- **College Music Society National Conference**
- **Association of Popular Music Education Conference**
- **Le'Rock & L'Amour Colloque International Conference**
- **National Endowment for the Arts Big Read Program (Broward County, FL)**
and many more!

ROLES IN MUSIC INDUSTRY ORGS:

Invited Keynote/Speaker
Presentations Given
(National & International)

The Recording Academy:

- Board Governor - Texas Chapter
- Education Committee Co-Chair - Texas Chapter
- Grammy Voting Member
- Latin Recording Academy Voting Member
- GRAMMY U Mentor

65+
PRESENTATIONS

Consulted International
Musicians from

20+
COUNTRIES

Media/Publications

12
APPEARANCES

Music Business Association:

- Education Committee Member
- 2024 Music Business Educator of the Year (nominee)

College Music Society:

- Board Member, Music Industry
- Composition Sub-Committee Chair for 2024 National Conference

Music and Entertainment Industry Educators Association:

- MEIEA Board Member

SOCIAL MEDIA



@nizcomusic

BRAND COLORS: #5CE1E6, #FF66C4

FONTS: Poppins, Montserrat



**OFFICIAL
MENTOR**

SXSW
2026 MARCH 12-18
AUSTIN, TEXAS

