



**MOBILE STUDIO**

**“DUH”**

**LFOD RADIO**

**#24IN24**

**LFOD APPAREL**

**EVENT COVERAGE**

**#THURSDAYFIRST**

**#STATEOFNEHH**

# MOBILE STUDIO

## GOAL

Convert a Ford Transit into a mobile art studio, so we can create anything, anywhere.

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## ROLES

Project Manager, Producer, Designer, Carpenter, Electrician

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## ACCOMPLISHMENTS

- Provided electricity for Hoop Hop 2021 via solar power
  - Recorded songs & interviewed artists across the US
  - Recorded episodes of LFOD Radio on the road
  - Created this portfolio in the middle of the desert
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## MEDIA

- [Van Build Timelapse](#)
  - [Mobile Studio Tour](#)
  - [Hoop Hop 2021 Cypher](#)
  - [Outside The Algorithm \(Interview Series\)](#)
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## TESTIMONIAL

"Sam's vision has expanded and allows LFOD to impact so many different areas of the community in so many remarkable ways. The entire Hoop Hop organization is incredibly grateful to have that vision and dedication to excellence be a part of our process and our community output." - *Bakari JB, Hoop Hop Founder, Recording Artist*

# “DUH”

## GOAL

Create an inspirational music video & photoshoot to accompany the DRIF SONIX x Red Shaydez single, “DUH”.

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## ROLES

Producer, Photographer, Co-Director, Songwriter, Recording Artist, Performer

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## ACCOMPLISHMENTS

Created an open & professional environment, resulting in a well-recieved video & photoshoot.

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## MEDIA

- [“DUH” Official Video](#)
  - [“DUH” Photoshoot](#)
  - [Photoshoot Portfolio](#)
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## TESTIMONIALS

“Working with Sam and LFOD was a really exciting experience. This man is a visionary along with a kind soul. There was no pressure to be a certain way. We came as we were and everything was organic. 10/10 would recommend working with him”. - *Sasa Etienne, Model*

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“I really enjoyed working with Sam. The working environment was very relaxed and production ran smoothly and efficiently. I really enjoyed the creative freedom Sam allowed us to have with our looks. The final product was great and I’m so glad I was a part of it. I definitely

# LFOD RADIO

## GOAL

Create a platform for independent voices, playing submissions on FM Radio & hosting in-depth interviews.

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## ROLES

Producer, Host, DJ, Content/Social Media Manager

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## ACCOMPLISHMENTS

- Created a home for indie artists on FM radio in Boston
  - Published over 150 podcasts/interviews
  - Created community amongst guests by hosting yearly cyphers, events, etc.
  - Toured the country interviewing new artists, suggested by our audience
  - Nominated for multiple Boston Music Awards
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## MEDIA

- [LFOD Radio Mixes & Podcasts](#)
  - [Mobile Interviews](#)
  - [The Alumni Cypher Series](#)
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## TESTIMONIAL

"If I can use any radio show as an example of punctuality and clear directives, it's LFOD. Sam has always gone above and beyond to research talent and offer lots of opportunities to the scene and any talent it engages."  
- *Brandon Matthews, ShowOff Marketing*

"Every Mass artist should be giving LFOD Radio their flowers" - *Jeffrey iLL (Recording Artist)*



# #24IN24

## GOAL

Record 24 songs in 24 hours with 24 artists.

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## ROLES

Producer, Project Manager, Promoter, Label

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## ACCOMPLISHMENTS

- Created a quality album highlighting our favorite artists
  - Hosted a successful release party
  - Generated press around the local hip-hop scene
  - Distributed a multi-artist album & performed associated label duties, including PRO registration for both ASCAP & BMI artists
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## MEDIA

- [#24in24 Album & Release Party](#)
  - [#24in24 Retrospective](#)
  - ["Standout Tracks..." - BasedBoston](#)
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## TESTIMONIALS

"Music is one million percent derivative of community strength & #24in24 is a testimony to how strong the community is... I finished my time & listened to what somebody else had & said 'Oh, I gotta stay'... That's what home is"

- *Ryan Easter, Recording Artist*

"One of the coolest things was I reached a new audience... at the release a lot of people I didn't know and hadn't met started showing a lot of love" - *Tim Nihan, Recording Artist*

# LFOD APPAREL

## GOAL

Create comfortable apparel for the LFOD brand. Reach new customers through events & retail outlets.

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## ROLES

Designer, Project Manager, Advertising/Marketing, E-Commerce/Web Design, Photographer

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## ACCOMPLISHMENTS

- Learned the “nuts & bolts” of the apparel industry: sourcing, screen-printing, embroidery, margins, inventory management, seasons, displays, etc.
- Built an online store & fulfilled orders throughout the US
- Designed a 10x10 pop-up store & trained staff so that we could be at multiple events on the same day
- Placed products in multiple brick & mortar stores
- Directed & facilitated photoshoots for new items
- Designed & sold limited edition cut & sew bomber jackets (with Wild Rose Designs)

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## MEDIA

- [LFOD Dictionary Shoot](#)

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## TESTIMONIALS

“I love the quality of fabric & the detail is excellent!” - *online customer review*

“This was not just a job, it was an opportunity to learn about the clothing industry & event management as well as people... Each day at LFOD is a blank canvas” - *Elizabeth Silvio, Former Employee*

# EVENT COVERAGE

## GOAL

Document moments & experiences, while giving artists & promoters the tools they need to create excitement around their events.

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## ROLES

Photographer, Videographer, Social Media Manager, Co-Presenter, Interview Host

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## ACCOMPLISHMENTS

- Documented events from open mics to major festivals
  - Hosted pop-up interviews
  - Joined The Shift as a co-presenter & created recap videos, provided live coverage, launched a complementary podcast, contributed to programming & more
  - Released several trending beat tapes on Audiomack with The Shift
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## MEDIA

- [Event Photography Portfolio](#)
  - [The Shift Recap Videos](#)
  - [Daedelus x Nightworks Backstage Interview](#)
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## TESTIMONIALS

“Working with Sam is a pleasure. Not just because he’s a good hang, but because he effortlessly and effectively gets the job done while being a good hang. Always brainstorming new ideas and open to implementing new strategies, Sam takes whatever he’s working on with vigor and enthusiasm. I’ve worked with Sam in a few different capacities and in each he’s always given it his all.” - *Janos Fulop*  
“*The Arcitype*”: Owner of *The Bridge Sound & Stage*, *AR Classic*

# #THURSDAYFIRST

## GOAL

Record & release one song per month in a new & engaging manner.

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## ROLES

Creative Director, Songwriter, Recording Artist, Label

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## ACCOMPLISHMENTS

- Released at least one song every month for two years
  - Designed cover art for each single
  - Recorded a “making of” podcast for each song
  - Hand made cassettes containing the entire anthology
  - Compiled a lyric book to accompany the cassettes
  - Hosted an online listening party for the project
  - Involved fans in the process, leading to “DUH”
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## MEDIA

- [Making the Cassettes \(POV\)](#)
  - [#ThursdayFirst Anthology](#)
  - [Talk Me Down Video](#)
  - [BONUS: Previous album was released in a seed packet!](#)
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## TESTIMONIALS

“I’ve worked with Sam over the course of 7 years on many different studio related projects, and I could not have a higher regard for his work ethic, his ability to keep a fresh perspective, and his overall creative aesthetic. With every studio session, Sam brings a unique creative lense, drive to challenge his musical boundaries, and a flexible, positive attitude regarding outside feedback.” - *Alex Allinson, Owner & Engineer at The Bridge Sound & Stage*



# THE #STATEOFNEHH

## GOAL

Create a forum to discuss the state of the New England hip-hop scene. What are we doing well? Where can we improve? How can people work better together?

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## ROLES

Host, Producer, Presenter

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## ACCOMPLISHMENTS

- Grew the panel from an FM broadcast to a live event, co-presented by The WBUR Artery
  - Facilitated conversations & connections that led to improvement within the scene
  - Continued digitally in 2020
  - Learned the skills necessary to moderate important panels about artistry & activism, women in hip-hop, & more
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## MEDIA

- [#StateOfNEHH LIVE at WBUR CitySpace](#)
  - [2020 #StateOfNEHH](#)
  - [Artistry & Activism](#)
  - [Archives](#)
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## TESTIMONIALS

"I have found Sam to be thoughtful, dependable and a generous collaborator. He is deeply devoted to the community his radio show and podcast serves. He is mission-driven and easy to work with -- a rare combination in this industry."

- *Amelia Mason, WBUR Arts & Culture Reporter + Critic for The ARTery*

# SERVICES

## FOUNDATION

Over the course of these and other projects we've experienced almost every role the modern artist, business, or label is expected to play.

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## GOAL

Realize your vision more efficiently by sharing our wisdom & offering you the creative resources needed to unlock your fullest potential.

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## OFFERINGS

- Creative Direction
  - Artist Development
  - Songwriting/Production
  - Media Training
  - Physical Distribution
  - Digital Distribution
  - PRO (ASCAP/BMI) Registration & Catalog Management
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- Event Planning & Promotion
  - Photography
  - Music Video Direction/Production
  - Podcast Production
  - Social Media Management
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- Web Design & E-Commerce
- Subscription Solutions
- Industry Insight

## TESTIMONIAL

"Communicating and working with Sam has been both seamless and fun. Most notably, he has brought super cool projects to our spaces, and conducted and recorded an interview that helped us get the word out about our values and offerings. His passion for supporting artists is evident!" - *Maria Bartolotta, Director of Operations & Programs, The Record Co.*

# Your Idea Here

Contact Us