



# MAX OCTOBER

ELECTRONIC PRESS KIT





# Bio

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MAXWELL "MAXOCTOBER" ADEPOJU IS A DJ AND CULTURE CURATOR WITH OVER A DECADE OF EXPERIENCE IN EXPERIENTIAL, MUSIC AND TELEVISION PRODUCTION. WITH COMPANIES SUCH AS VIACOM, WARNER MUSIC GROUP, SONY MUSIC AND SPOTIFY. IN 2008, MAX FULLY IMMERSED HIMSELF INTO HIS PASSION FOR CREATING MUSIC AND TAUGHT HIMSELF HOW TO DJ. UNDER THE ALIAS "MAXOCTOBER," MAX SPINS HIP-HOP, R&B, AFROBEAT, DANCEHALL AND TOP 40 IN PERSONAL AND CORPORATE SETTINGS FOR BRANDS AND ARTISTS LIKE: TWITTER, NIKE, GIPHY, HBO, MIGUEL (SINGER), WRANGLER, MICROSOFT, LIVENATION AND MORE. MAX HAS ALSO BEEN FORTUNATE ENOUGH TO GRACE SOME REALLY BIG STAGES PERFORMING AT FESTIVALS AND EVENTS LIKE SXSW, COMPLEXCON, A3C AND THE BET EXPERIENCE FESTIVAL.

PRIOR TO RACKING UP BIG WINS WITH SONY & SPOTIFY, MAX SPENT FIVE YEARS AT VIACOM'S B.E.T. BUILDING THEIR MUSIC PROGRAMMING AND STRATEGY DEPARTMENT. AT BET HE SCHEDULED AND PROGRAMMED MUSIC VIDEOS FOR ALL OF BET'S MUSIC CHANNELS; IDENTIFIED NEW AND EMERGING TALENT FOR THE BET EXPERIENCE FESTIVAL AND OFF CHANNEL OPPORTUNITIES; CURATED MUSIC PLAYLIST FOR BET MUSIC DIGITAL PROPERTIES; ALSO RESPONSIBLE FOR THE PREMIERE OF DJ KHALED'S "I GOT THE KEYS" DURING THE 2016 BET AWARDS AFTERPARTY LIVE! SHOW AND BIG SEAN'S "PLAY NO GAMES" VIDEO DURING THE 2015 BET AWARDS AFTERPARTY LIVE! SHOW. THE "AFTERPARTY LIVE" VIEWERSHIP INCREASED A COMBINED 28% OVER THOSE TWO YEARS. MAX HAS CRAFTED SUCCESSFUL ARTIST CAMPAIGNS FOR ACTS LIKE: BRYSON TILLER, SZA, WIZ KID, GOLDLINK, CHRIS BROWN, H.E.R. AND WAS A TRUE AND EARLY CHAMPION FOR ARTISTS LIKE JACK HARLOW, POP SMOKE, LATTO, JENEVIEVE, LARUSSELL, BURNA BOY, ARMANI WHITE, LEBRA JOLIE, ICE SPICE AND MANY OTHERS.

MAX HAS DEDICATED 14+ YEARS TO UNDERSTANDING MUSIC, BUSINESS AND THE CULTURE; AND HE CONTINUES TO SHIFT AND SHAPE THE WAY CULTURE IS CONSUMED FROM A LOCAL AND GLOBAL PERSPECTIVE.

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## DJ INFO

**DJ SINCE** 2008  
**CATEGORY** FESTIVALS, CLUBS/LOUNGES, TOURS, PRIVATE & CORPORATE  
**GENRE** HIP HOP, R&B, TOP 40, AFRO, DANCEHALL & WORLD  
**WEBSITE** MAXOCTOBER.COM

## SOCIAL

[AT]MAXOCTOBER

INSTAGRAM  
TWITTER  
SOUNDCLOUD

## PRESS

AFROPUNK //  
10 BLACK & LIT DJ'S IN NYC  
YOU NEED TO KNOW

FORBES //  
7 WAYS TO BUILD A BRAND WITH  
NEW CLASS OF BLACK CREATIVES

THE SOURCE //  
TASTE PLAYLIST BY SPOTIFY

## BRANDS / FILM / TV / ARTISTS

TWITTER • GIPHY • NIKE •  
ADIDAS • MICROSOFT • ASCAP •  
GENIUS • MILK STUDIOS •  
BRENT FAIYAZ • G SHOCK •  
NETFLIX • HBO • FOX • BET •  
MIGUEL • RCA • MNRK • COMPLEX  
• TIDAL • TANK • SPOTIFY •  
LLOYD • WRANGLER • MTV • LIVE  
NATION • PUBLIC HOTEL • SOHO  
HOUSE • SXSW • SOUL TRAIN •







# DJ RIDER

Please supply professional sound equipment, lighting, and performance requirements, which include:

**HOUSE SYSTEM:** House system should be capable of producing consistent clean sound throughout the venue with sufficient sub bass.

## MONITORS

- 1 (One) 12" JBL EON Monitor, Hooked into the BOOTH output of the Pioneer Mixer.

## REQUIRED EQUIPMENT // NO EXCEPTIONS TO BELOW TECHNICAL REQUIREMENTS //

- 2 (Two) Pioneer CDJ Nexus 2000's
- 1 (One) Pioneer DJMS9 Mixer
- 1 (One) Wireless Microphone
- 1 (One) Laptop stand

## ADDITIONAL DJ BOOTH REQUIREMENTS:

- 1 (One) RCA to Auxiliary cord plugged into Pioneer or Rane Mixer
- 1 (One) 6' x 4' Table at least 3.5 FEET HIGH for DJ Equipment to be situated on draped in a black cloth.
- Sufficient snakes, cables, and mic stands must be provided to patch the above equipment



**PRESS INQUIRIES**  
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