SEAN WILLIAM HAMMOND

Applied AI Producer | Shipping Generative Media & Narrative Systems
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PROFESSIONAL SUMMARY

Sean William Hammond has spent twenty-five years inside the machinery that makes live culture and professional sports actually function—running radio and logistics across forty-five Warped Tour cities a summer, operating stadiums and league events for Major League Baseball, and building the independent studio that has carried the digital work between those rooms since 2004. The pattern is consistent: he is the person who designs the conditions so the visible talent can deliver under real constraints.

Since 2023 that work has centered on generative media. When frontier models became usable he did not treat them as a novelty. He treated them as the next instrument. He now ships narrative and production systems that hold together across voice, image, and structure, while still running traditional studio work and practical AI adoption for clients. The through-line has not changed. Design the conditions so the work, human or synthetic, actually lands.

CORE COMPETENCIES

- Generative Media Production
- Narrative Systems & Character Consistency
- Voice & Audio Pipelines
- AI-Assisted Content Workflows
- Client Production & Studio Operations
- Operational Leadership & Program Management

PROFESSIONAL EXPERIENCE

Surf Star Media | 2004 – Present | Farmington, Maine
Founder & Producer, Creative Systems

Independent studio delivering applied AI production, traditional creative services, and practical client adoption and enablement.

- Shipped multi-modal AI production for original narrative projects, including voice-clone ElevenLabs pipelines that generate narration on publish, custom-trained LeonardoAI models for character and style consistency within image and video, and multi-voice audiobooks.
- Trained non-technical small-business clients to adopt AI for practical operations and content (identifying wasteful spending, managing schedules, organizing spreadsheets, and producing client materials).
- Designs, builds, and maintains complex Joomla and WordPress sites — full-cycle development, hosting, and technical management — built for mobile, structured data, and AI answer engines, not just Google.
- Delivered traditional studio services for external clients: graphic design, print advertising, local video commercials, and self-publishing.
- Engineered and produced multiple full-length albums, EPs, and singles in a commercial recording studios, working to external deadlines and review cycles.
- Client practice of 100+ engagements. Selected clients include the Cities of Scottsdale and Tempe, SitePoint.com, and Pillar Strong.

Major League Baseball | 2012 – 2015 contractor through 2018 | Scottsdale, AZ
Office of the Commissioner — MiLB Initiatives & Special Projects · *Full-time*

- Served as the operational lead for Arizona Fall League activities outside the foul lines (stadium operations, events, media, logistics), reporting to the league Director who retained on-field and player matters.
- Directly managed a team of 12 (6 stadium operations managers and 6 MiLB media interns). Provided escalation resolution for broader league stadium staff when issues exceeded the stadium operations managers' authority.

- Developed and led the MiLB Outreach Program; presented strategy and new-media initiatives to minor- and major-league leadership.
- Managed marketing, promotions, and multi-organization events across competing stakeholder priorities.
- Designed and launched the mobile-first AFL scouting platform used by scouts and front-office executives from all 30 MLB teams. Delivered real-time pitching matchups, lineups, weather delays, and stadium maps the moment managers posted information. Adopted league-wide as a standard field resource and praised for reliability under live conditions.
- Also supported Spring Training operations (stadium audio and PA announcing at Tempe Diablo Stadium), World Baseball Classic, and selected league initiatives outside the Arizona Fall League season.

Vans Warped Tour (4Fini, Inc.) | 2007 – 2008 | North America

Senior Tour Manager

- Owned radio, promotions, and on-site guest operations (VIP hospitality, backstage Dressing Room access, meet-and-greets) across 45+ cities.
- Managed daily setup and logistics (space, equipment, staging) and served as the point of contact for assigned artists, vendors, and sponsors under high-pressure, fast-changing conditions.
- Promoted from a West Coast regional run in 2007 to the full North American tour in 2008.

Sony Music Entertainment | 2007 – 2008 | Rocky Mountain Region

College Marketing Representative

- Sole Sony Music representative for the entire Rocky Mountain region through the industry's digital downturn, after regional layoffs left the territory running through one person.
- Ran radio promotion (alternative and college stations), retail and in-store campaigns, and street-level marketing for major-label releases.
- Served as the local representative for national touring artists—coordinating meet-and-greets, in-store appearances, and promotional events—and became executives' on-the-ground contact for time-sensitive tour and artist logistics.

AUTHOR & CREATIVE PROJECTS

Author, Speaker, & Independent Creator | 2015 – Present

- **Published three books**: *The Ballad of Stevie Pearl* (2024), *The Final Book: Gods* (2017), and *The Mixtape Manifesto* (2015).
- **TheConduitState.com:** an ongoing inquiry into human–AI relationship design, combining original essays with AI-assisted narration, image, and video production.
- **TheMortalTestament.com:** a full multi-disciplinary AI media production featuring multi-voice narration, custom-generated music and visuals, and complex narrative architecture across digital formats.
- **Speaking & media appearances:** speaker and panelist at comic conventions, book festivals, and pop-culture events nationwide; podcast and radio guest on philosophy, ethics, and artificial intelligence.

EDUCATION

Bachelor of Arts in Philosophy | 2018 | cum laude

University of Nevada, Las Vegas.

Coursework focused on AI, ethics, and analytical metaphysics.

TOOLS & PLATFORMS

Generative Media: ElevenLabs (voice cloning + API integration), LeonardoAI (custom-trained models), Adobe Firefly, Topaz Labs · **AI & LLMs:** Claude, GPT, Gemini, Grok · **Web & Systems:** Joomla, WordPress, HTML/CSS, APIs, structured data, custom scripts · **Creative Production:** Adobe CC — Photoshop, Illustrator, Premiere Pro, Audition, Lightroom, InDesign, After Effects, Express