

Bradley Berkman

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EXPERIENCE

Brain in a Vat Group - Founder

Brooklyn, NY | August 2024 - Present

Founded and operate three practices in music promotions, systems and AI consulting, and software products.

Music Promotions

- Offer a full suite of release services: editorial and third-party playlist pitching across Spotify, Apple Music, Amazon Music, Beatport, and SoundCloud; radio promotion and guest mix seeding; social content seeding; and press placements.
- Rolled out 240+ release campaigns for 70+ artist and label clients in first two years, with 12-15 active campaigns per month.
- Built a proprietary tech stack end-to-end: campaign management infrastructure, automated reporting pipelines, AI workflows, custom client dashboards, and curator-relationship tooling.
- Roster includes WhoMadeWho, Adriatique, Arodes, Chloé Caillet, Notre Dame, Kino Todo, SIDEPIECE, and STRAWBRY.

Systems & AI Consulting

- Consult with businesses on systems optimization, custom software, and AI implementation: map existing operations, define requirements, develop prioritized and costed plans, and build within client tools and constraints.
- Document how a business operates so people and agents can follow it; monitor, refine, and extend systems as the team's needs change.
- Built a Google Sheets-based deal dashboard for a real-estate team and a tour-advancing system connecting show records, role-specific forms, day sheets, calendars, and drafted follow-ups.

Product Studio

- Design and build software around everyday workflow problems, from the initial concept through working applications.
- Dubs: a reading and listening app with contextual voice notes, a linked Markdown library, and controlled agent access. * In beta
- Writ: a macOS utility with ranked audio-device preferences, automatic switching, manual overrides, and global shortcuts. * In beta

INFAMOUS PR - Head of Music Promotion

Los Angeles, CA | December 2021 - August 2024

- Launched and led INFAMOUS' Music Promotion division.
- Developed a suite of promotional services for artist and label release campaigns, including editorial press, editorial and third-party playlist pitching, radio plugging, YouTube channel uploads, and social media track seeding.
- Clients included labels Ultra, All Day I Dream, Dirtybird, Higher Ground, Hurry Up Slowly, Fool's Gold, Young Art, and Rose Ave.; and artists KH / Four Tet, Carl Craig, DJ Minx, RÜFÜS DU SOL, Totally Enormous Extinct Dinosaurs, Hayden James, Zeds Dead, Aluna, Jayda G, and BLOND:ISH.

EDUCATION

University of Southern California

Los Angeles, CA | August 2017 - May 2021

- Bachelor of Arts: Philosophy, Politics, and Law; Minor: Music Industry
- Honors: cum laude distinction; Dean's Honor List, Spring 2019, Fall 2019, Spring 2020, and Fall 2020
- Relevant Coursework: Business and Legal Aspects of the Music Industry, Anatomy of a Record Label, Monetization of Streaming in the Digital Age, Artist and Repertoire, Electronic Music and Dance Culture, Introduction to the Legal Environment of Business

SKILLS AND INTERESTS

Music Industry: planning and running release campaigns, PR and media strategy, pitching music, and building relationships with curators, DJs, artists, and labels.

Systems & Product: untangling messy workflows, turning ideas into working tools, and improving them through everyday use.

AI & Automation: writing clear instructions for agents, connecting them to business tools and context, and checking their work; building software and automating repeat tasks with Claude Code and Codex.

Working with People: understanding client needs, explaining complex ideas clearly, and carrying projects through to delivery.

Tools: Airtable, n8n, Google Workspace, Supabase, Cloudflare, GitHub, and Keyboard Maestro.

Interests: raving, philosophy of metaphysics and consciousness, Catan, finding the best burger in NYC