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STORIES THAT INSPIRE

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LOCAL STORIES AUGUST 30, 2022

Meet Hector Heredia and Tito Knoise of Knoise Knation



LOCAL STORIES

Today we'd like to introduce you to Hector Heredia.

Hi Hector, thanks for sharing your story with us. To start, maybe you can tell our readers

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some of your backstories.

My name is Hector Heredia better known in the music industry as Tito Knoise. I was born on October 25th, 1987 in the Dominican Republic and migrated to the Bronx, New York at the age of 11 years old. Music has always played a major role in my life as early as I can remember. I was 8 years old growing up in the countryside of the Dominican Republic, where I

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BUSINESSES & CREATIVES

Merengue Tipico early in the morning.

I also remember the emotion I felt when I listened to reggaeton for the first time on my portable battery-operated FM/AM radio. I remember listening to a new captivating sound at a very early age, which today is called “Reggaeton” This was the first time I was exposed to artists like Daddy Yankee, Ivy Queen, Lito & Polaco Don Chezina, and producers/DJs like DJ Eric, Playero, DJ Nelso and DJ Negro whom even today still have great influences on my career as a music industry professional.

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In 2008 I bought my first DJ equipment and by 2009 I was

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BUSINESSES & CREATIVES

already working as a DJ in the Tampa night scene as well as in private events. My now good friend and mentor Gio Breton was the first DJ to give me my first shot to DJ in Tampa. Shortly after I took my journey to Connecticut, whereby in 2010 I got started as the official DJ and manager for a reggaeton duo called Choque Kultural.

This was my first exposure to this level of work within the music industry. In a short amount of time, we were able to connect and work with a series of people of great influence within the urban music scene. After so many

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more value to my team not only as part of the management team or as a DJ, I needed to take on a bigger role and decided that I wanted to study engineering and production.

I started my professional career as a producer and Engineer in 2014 and graduated from Full Sail University with a bachelor's degree in Recording Arts in 2016. After graduating, I focused on helping local Tampa artists develop their sound and providing guidance and resources usually not easily available to new acts. From production to the

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full recording session, mix and master, and marketing support.

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BUSINESSES & CREATIVES

I'm the President/CEO of Knoise Knation, LLC. a project management and Marketing company with record label services distributed by Symphonic Distro. Knoise Knation LLC. provides artists, producers, managers, and label owners with a self-sustained ecosystem for all their needs, from the inception of an idea or A&R work and everything in between from production, engineering, and marketing, to the execution of a strategic plan for artists in the Latin Urban and Hip-Hop music industry.

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the next generation of

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independent artists, producers, and record labels and help them get set up with a solid strategy and structure for a sustainable and profitable career.

I'm sure you wouldn't say it's been obstacle free, but so far would you say the journey have been a fairly smooth road?

Just like everyone I have had my ups and downs. Even as a kid I was born with a club foot, meaning my right foot was twisted towards the left. After 3 failed attempts to remedy the issue, I ended up having to amputate my right foot at the age of 12. By 15 due to an

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BUSINESSES & CREATIVES

found ourselves homeless in New York City. Just this series of events taught me how to overcome adversity.

From the professional side, the entertainment industry as a whole is a house filled with obstacles and challenges. From the lack of mentorship to the lack of financial literacy, these are some of the main challenges I had to face to succeed as a producer/mixing engineer or as an entrepreneur in the music industry.

The lack of guidance as a young individual filled with hopes and

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BUSINESSES & CREATIVES

figure it out. Thank god I've always had the support of my wife, and we have been in this together since 2009. That made overcoming the hardest challenges much easier.

Thanks for sharing that. So, maybe next you can tell us a bit more about your business?

Knoise Knation is a full-service agency providing a suite of services for independent labels and artists. We believe that independent labels will be better equipped to achieve their objectives if they have access to the right information, proper connections, and a solid financial

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ecosystem where our team provides the guidance and strategy to help you navigate through all different phases of the music industry.

More specifically, we help independent labels become profitable through innovative and strategic campaigns that increase your reach through our worldwide network and leverage data-driven marketing to build brand awareness. We are music lovers and enjoy what we do. Our company is based on three core values: integrity, passion, and dedication. We understand the need to be creative, vibrant, and

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passionate about your music:
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In the last decade, we have been able to build an impeccable reputation within the Latin Urban market. Because we have taken the independent route, we had to learn how to play all the positions required to have a successful outcome for the artists we work with regardless of their budget.

We are very proud to have the ability to tap into any side of the industry and help guide the artist to obtaining a product that they are proud of. From the inception of the idea, with production, recording, mixing, and mastering

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as well as music video
production.

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In addition to this, we help define and build their brand, but most importantly we started offering financial strategies with our CFO, Len Padilla. We basically teach the artists step by step how they can put a plan together and become self-funded. The idea is to help them establish a company, sign themselves, and build their business not just their careers as artists.

The biggest takeaway that I want readers to get is that the core brand, purpose, vision, and values all focus on educating creatives on how to build a

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profitable and sustainable career.
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I'm not interested in making
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artists popular, I'm interested in making them profitable first, then we can focus on popularity.

Who else deserves credit in your story?

In the last decade, I've been blessed to come across some amazing people who whether they knew it or not have shaped my career, but the biggest credit goes to my beautiful life and business partner Monica Mercedes Heredia, better known as Monica Knoise. From my Djs day until now she has remained by my side fighting the good fight to have a better life. In addition to Monica I have to thank a series

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my journey.

Gio Breton who gave me my 1st shot to DJ in Tampa and the reason why I met my wife the first time night I DJ Jose Vasquez owner of [LaMezcla.com](https://www.lamezcla.com) who provided a great platform and gave me the opportunity to build an online radio station from the ground up, as well as providing the space for me to cut my teeth in the radio world doing artists interviews and as a Program Director.

Arron James taught me many great lessons on how to be a real serial entrepreneur.

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AJ “El Kallejero” Pamos Head of
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Artist Partnerships Latin at
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Youtube Music. I’ve always felt that his community focus and education approach have always aligned with my personal core values.

Max Escobar, Director of Latin Music at AudioMack also through educational initiatives is spreading information to the new generation of artists, changing the narrative of our culture in a positive way.

Len Padilla, my business partner. He has shown me the importance of having a financial strategy and how to properly execute it to be

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financially free and most | STORIES THAT INSPIRE | BUSINESSES & CREATIVES
importantly educated.

Contact Info:

- Website: <https://knoiseknation.com/>
- Instagram: <https://www.instagram.com/titoknoise/>
- Facebook: <facebook.com/titoknoise/>
- Youtube: <https://www.youtube.com/c/KnoiseKnation>
- Other: <http://www.lamezcla.com/home/tito-knoise-2/>

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