



Amado Music - Independent composer, music producer and publisher Marti

Amado has been creating original music for advertising, TV and film and producing indie artists for the past 20 years. In her early career in Chicago, she began honing the skill of linking brands with music, working with ad agency creative directors to produce music for national broadcast campaigns. With a knack for putting sound to picture, and a keen understanding of the emotional role a song or underscore needs to play, Marti's commercial credits include successful campaigns for Chevrolet Trucks, Ford, Sears, Big Sisters, Proctor and Gamble and many others. She also has written music cues for TV and film, including "Entertainment Tonight," "The Odyssey TV Network," The Muppets, Warner Brothers Films and promos for NBC. She's created thematic music for clients like Qualcomm, the LA Lakers, LEGOLAND and others. Many years in the studio with indie artists and bands have taught Marti the importance of identifying each artist's unique voice or musical persona, and helping them to deliver their best. She also has an extensive knowledge of publishing and licensing contracts, and understands the importance of making it easy for music buyers to clear and license great music. In a cluttered marketplace of mega music libraries, Marti stands out with a personal, boutique approach, connecting the artists she represents with the music-buying clients she services.