

RIGHT ON TRACK

Courtney Hawkins doesn't miss a beat when it comes to teaching others about producing electronic music.

BY MICHAELA SATTERFIELD

Enthusiasm is something Courtney Hawkins has plenty of. You can hear it in her voice, and you can hear it in the electronic music she produces. Based in Springfield, Missouri, her influence reaches thousands of people now, all thanks to her passion for music and inspiring others.

When Hawkins first began producing electronic music, she says she had to teach herself by cracking open a few books. This was before YouTube made it easy to look up video tutorials, so Hawkins had to learn her new skill the old fashioned way. Now she uses YouTube as her platform to teach other enthusiasts how to produce their own electronic music.

Hawkins says she first started posting remakes of popular songs to her YouTube channel in 2012, but her channel didn't gain popularity until she started making tutorials in 2018. It was only a matter of time—and a mere 500 subscribers—before brands started contacting her about endorsements.



▲ Courtney Hawkins is a marketing analyst at Prime. In her free time, she makes electronic music.



Native Instruments was one of the first brands to reach out. Hawkins says they found her on Instagram after she posted a picture with one of their products. A few direct messages grew into a lasting business relationship. Today, Hawkins has almost 10,000 subscribers on YouTube.

It's no surprise Hawkins knows how to reach people. She has spent a year at Prime as a marketing analyst, so she knows about good communication. She says learning how to establish working relationships with Prime's customers has improved business relationships surrounding her music.

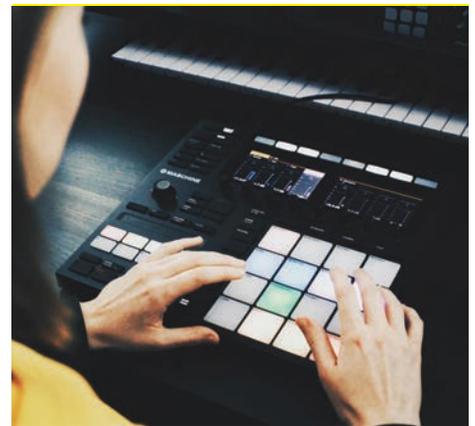
It's not all about the business, though—a love for music is the heart behind it all. Hawkins says experimenting with sounds is one of her favorite parts. "I think that is what's most fun about creating music," she says. "Rather than just creating something to hopefully sell."

Hawkins says it's also about passing the baton and teaching others. One thing subscribers of Hawkins' YouTube channel learn about is how to make a beat, which includes creating the instrumental portion of the song, like the melody and baseline. She uses a mix of guitars, keyboards and virtual instruments to create music. She says using a mix of instruments is key. It's all about layering sounds.

Hawkins says she wants to show people it's not as hard as it seems to produce electronic music. "You can do it if you just set your mind to it and set some time aside to learn things," Hawkins encourages. And

▲ To create the sound she's looking for, Hawkins layers a mix of real instruments with virtual ones.

▼ Hawkins now creates how-to videos for YouTube where she teaches her followers how to create their own electronic music.



because the industry is predominantly male, she specifically hopes to inspire other young women like herself.

Hawkins has had several opportunities to further her career, but she says she turned them down because they didn't seem right. She also previously aspired to work with certain artists, but her perspective has shifted. "Now, it's just about creating and being able to share it with others, and then hopefully sharing some of the knowledge that I've learned over the years with people, so they can create things," she says.