



What is the role of a music curator, and why is it important?

A music curator is a person or website who creates or prepares a soundtrack for a brand. Music curators are different from a DJ, and they can create a playlist not only for one event or event-based. They work for brands like hotels, retail, restaurants, etc., who need to play music all the time. Having a music curator for your brand is like having your own perfect Spotify playlist that knows your taste and moods all the time.

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