

Kerry M. Toorcana - Creative Marketing Specialist

Houston | website: ktoorcana.github.io

PROFILE

I am a skilled and motivated marketer who is proficient in using a variety of digital tools, platforms, and analytic reports to complete business goals. My expertise in marketing spans a variety of activities involving branding, conservation, education, entertainment, events, food & beverage, hospitality, and recreational pursuits. I have experience leading teams, and serving as an instructor to peers on best practices and emerging technologies. I am a passionate advocate of exploring and integrating new methods that improve efficiency and drive results.

EMPLOYMENT HISTORY

February, 2024 - May, 2025

Galveston

Communications Specialist, Moody Gardens

- **Content Production and Distribution:** produced photo, video and graphic assets which achieved audience growth rates of 600% on YouTube, 25% on Facebook, 30% on Instagram and established LinkedIn which grew by 370%.
- **Email Marketing:** curated and segmented a database of 220,000 addresses plus A/B testing layouts to improve CTR and CTA rates.
- **Performance Analysis:** tracked KPIs through reports on email conversions, media mentions and social media interactions.
- **Website Maintenance:** updated and managed blog copy & content, image / video assets, and design structure using WordPress and Webflow CMS.
- **Public Relations Management:** secured regional and local media coverage for on-air appearances, onsite remotes, and media tours.
- **Event & Facility Marketing:** promoted facilities; aquarium, zoo, hotel, golf course, spa, theater, and a waterpark along with high-traffic seasonal and one off events leading to increased visitor growth and return revenue.

January, 2019 - March, 2023

Houston

Marketing Strategy Consultant

- **Business Planning:** researched and produced business planning documentation and marketing strategies for small business clients.
- **Business Development Planning:** provided competitive analysis and investor-facing materials to guide client decisions and attract funding opportunities.
- **Business Advisor:** instructed clients on audience targeting, brand storytelling, and content strategy.

May, 2011 - May, 2018

Houston

Manager of Marketing & Operations, NightCulture Inc.

- **Business Development:** original team member who helped scale company from one market and 30 events per year to five markets, two venues and over 400+ events per year.
- **Business Operations Strategy:** created investor materials for NGHT.OB IPO, developed processes for ticketing, settlement, operations, and box-office systems to support company growth.
- **Event, Festival & Tour Marketing:** utilized a variety of marketing tools from paid social media marketing, grassroots promotion, email distribution, and 3rd party partners to micro-target highly segmented, genre-based audiences.
- **Event & Tour Operations Management:** served as primary operations manager, coordinating the activities of partners, vendors, and contractors for touring shows and concerts.
- **Marketing Strategy:** wrote and produced a branded magazine, created marketing plans for festivals and tours, coordinated messaging with partners.
- **Settlement Reconciliation:** created post-event financial expense and revenue reports from departments, vendors, and contractors.

November, 2009 - May, 2011

Houston

Event Programming Manager, House of Blues

- **Event Marketing:** increased event attendance using social media, targeted digital advertising, and grassroots promotion.
- **Event Programming:** produced events with available spaces to increase top-line revenue and maximize available venue capacity.
- **Operations Support:** worked with 3rd party sponsors and developed promoter partnerships to produce co-branded or co-sponsored events.

April, 2004 - November, 2009

Houston

New Media & Marketing Coordinator, Live Nation

- **Administrative Functions:** tracked adspend, marketing mix, and vendor invoices through proprietary ROME database.
- **Marketing Team Support:** produced adpack marketing recaps, press-kits, and designed assets for digital media marketing.
- **Email Marketing:** produced and distributed weekly email newsletters and targeted e-cards to mailing lists across the marketing region.
- **New Media Role:** assumed newly created position to provide digital marketing support across a 7-state region to improve event messaging and brand voice consistency.
- **Grassroots Networking:** organized artist mixers and outreach events to build local music community engagement.

SKILLS

Advertising Platforms

Google Adwords, Meta Business Suite, Revinate, Sprout Social

Content Production

Blog Writing, Copywriting, Graphic Design, Photography, Videography

Desktop Software

Adobe Suite: Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro
MS-Office: Excel, Outlook, PowerPoint, Word
Jupyter Notebook, VS Code, Visual Studio

Professional Knowledge

Budgeting, Brand Marketing, Event Marketing & Operations, Forecasting, Settlement, Social Media Marketing

Programming Languages & Libraries

CSS & HTML, Matplotlib, Python

Web Platforms

Asana, Canva, Github, Google Analytics, Looker Studio, Meltwater, MidJourney, OpenAI Tools, Runway ML, SurveyMonkey, Webflow CMS, WordPress

EDUCATION

May, 2023

Clear Lake

B.Sc. Business Management-Marketing, University of Houston

- Graduated with a 3.7 GPA cum-laude
- Member of the Phi Kappa Phi and Beta Gamma Sigma Honor Societies

May, 2020

Houston

A.A. General Studies, San Jacinto College-South

- Member of the National Society of Leadership and Success (NSLS)