

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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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	Professional Knowledge
	Google Adwords, Meta Business Suite, Revinate, Sprout Social	Budgeting, Brand Marketing, Event Marketing & Operations, Forecasting, Settlement, Social Media Marketing
	Content Production	Programming Languages & Libraries
	Blog Writing, Copywriting, Graphic Design, Photography, Videography	CSS & HTML, Matplotlib, Python
	Desktop Software	Web Platforms
	Adobe Suite: Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro MS-Office: Excel, Outlook, PowerPoint, Word Jupyter Notebook, VS Code, Visual Studio	Asana, Canva, Github, Google Analytics, Looker Studio, Meltwater, MidJourney, OpenAI Tools, Runway ML, SurveyMonkey, Webflow CMS, WordPress

EDUCATION	B.Sc. Business Management-Marketing, University of Houston
	<ul style="list-style-type: none"> Graduated with a 3.7 GPA cum-laude Member of the Phi Kappa Phi and Beta Gamma Sigma Honor Societies
	A.A. General Studies, San Jacinto College-South
	<ul style="list-style-type: none"> Member of the National Society of Leadership and Success (NSLS)