

2025



Kerry M. Toorcana

CONTENT PORTFOLIO

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Demonstrating creative excution across platforms & projects

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INTRODUCTION

Hi! I'm Kerry Michael Toorcana, and I'm excited to share a curated selection of my work—from past projects to original content that I've created for clients, organizations, or a personal skill-building exercise.

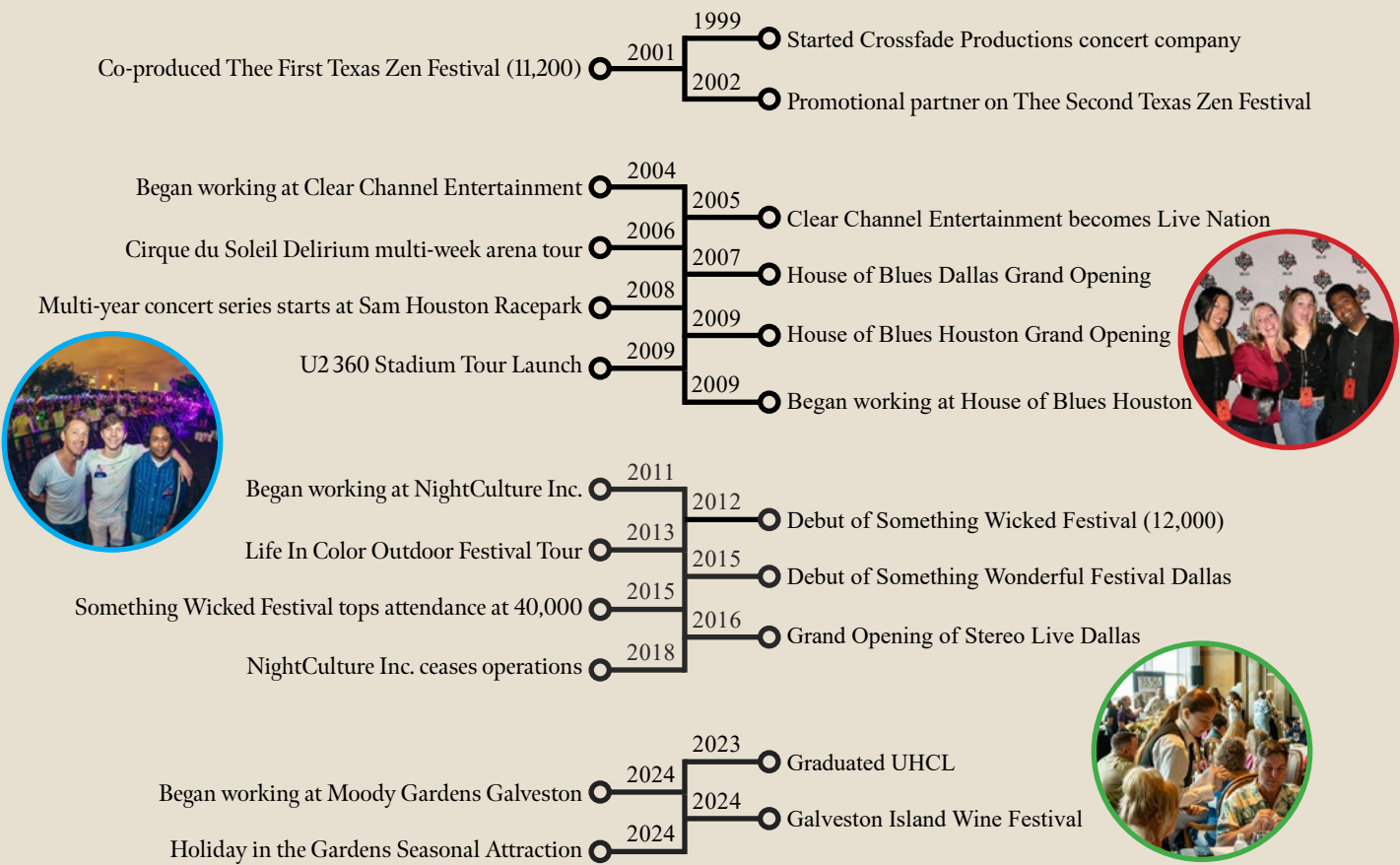
This portfolio is presented in a way that will give you a clearer understanding of my abilities and range. You will find case studies, creative design ideas, and work product that either achieved engagement, solidified brand presence, or served to visualize a solution or concept.

I personally enjoy challenges that involves developing an innovative solution to resolve a problem or task. This may include shaping the right message, studying new trends and applying those methods, forecasting outcomes, and delivering results when timelines are tight.

I hope you enjoy exploring these samples, and I look forward to discussing how my skills and experience can contribute to your organization's success.



HIGHLIGHTS



CASE STUDY

Something Wicked Rained Out

POLLSTAR STAFF / 4:30 PM, MONDAY, 10/26/2015 / NEWS

Heavy rains forced the cancellation of a Halloween-themed dance music festival at Sam Houston Racepark in Houston Oct. 24–25.



When the Show Can't Go On: MarCom Messaging During Crisis

OBJECTIVE

The 4th annual Something Wicked Festival was set to welcome over 40,000 ticket holders from 60+ countries, making it the largest in its history.

When torrential rains from Hurricane Patricia forced a same-day cancellation, the immediate goal was to provide festivalgoers with timely information on alternate artist appearances and refund processes.



ACTIONS TAKEN

- Distributed press release to local, regional and national media lists.
- Setup a response desk to handle phone, email and social media inquiries.
- Prepare new promotional assets for immediate distribution marketing new appearance locations.
- Coordinate with grassroots teams to streamline messaging and ensure that accurate information is being released to the public and ticket holders.
- Prepare administrative systems to track new expenses and revenue plus collect any outstanding expenses already incurred.

FINAL RESULTS

- Delivered consistent, clear refund instructions over several months, ensuring a smooth claims process for ticket holders.
- Maintained brand credibility by responding promptly to inquiries and minimizing negative sentiment despite the cancellation.
- Successfully executed complex logistics—venue sourcing, promotional messaging, and crowd management systems—that handled high attendee volumes, even though recovered revenue fell short of original projections.

CASE STUDY



The Sound of Influence: How Small Budgets Helped Build Big Brands and Relationships

OBJECTIVE

In a world where arenas and amphitheaters define success, the true value of a small venue lies in building relationships for the future. The headliner of tomorrow may be the humble artist today waiting for their breakout chance in the spotlight.

The Meridian played a key role by establishing connections with many artists in the hope that one or two will make it to bigger and brighter stages.



ACTIONS TAKEN

- Researched and regularly updated a network of retail locations, venues, and local events to maximize targeted street team promotions.
- Produced multi-event flyers, posters, and print ads to stretch budgets further by promoting multiple shows in one campaign.
- Posted event photos, calendars and other media to keep online presence active and engaged.
- Strengthened community ties through artist mixers and collaborations with promoter-partner influencers to boost attendance and buzz without increasing ad spend.

FINAL RESULTS

- For six years the Meridian played regular host to developing and club-sized artists successfully.
- Bands such as Paramore, Jonas Brothers, The Black Keys, Metric, LCD Soundsystem, and Amon Amarth would go on to fill arenas and amphitheaters, often choosing to partner with Live Nation in the very markets where they first played intimate club shows.
- Maximizing small marketing budgets, cutting venue costs by working with an external partner, and cultivating relationships with agents and labels created a powerful system that opened the door to bigger, more profitable opportunities.

CASE STUDY



Amplifying Success: The Stereo Live Growth Story

OBJECTIVE

Stereo Live was an emerging venue with a limited event calendar and a new management team. The challenge was to grow the brand, expand the show calendar, and implement efficient systems to streamline operations.

With the dance music scene experiencing a major revival, the goal was to position Stereo Live to capture and capitalize on this momentum for long-term growth.



ACTIONS TAKEN

- Created a brand guide, templates, and marketing assets to establish a streamlined, turn-key content pipeline for rapid event promotion.
- Recruited and grew a network of brand ambassadors, incentivized through per-ticket commissions, to drive grassroots awareness and sales.
- Served as the primary liaison between the booking partner and venue, ensuring timely confirmation and rollout of new events.
- Managed original, recurring event concepts for the calendar when touring talent was unavailable.

FINAL RESULTS

- Venue success fueled brand expansion into new markets, including Austin, San Antonio, Dallas, and Oklahoma City.
- Established the brand's strength to the point of launching a second Stereo Live location in Dallas which catered to the same target audience.
- Cemented Stereo Live as the premier destination for major electronic music artists and events in Houston and eventually Dallas.

CASE STUDY



Galveston's viral star Marley the painting penguin is up for Penguin of the Year 🐧

Click2Houston.com

Arts & Entertainments
Penguin artist with big personality goes viral

March 4, 2025 | 5:02 PM CDT

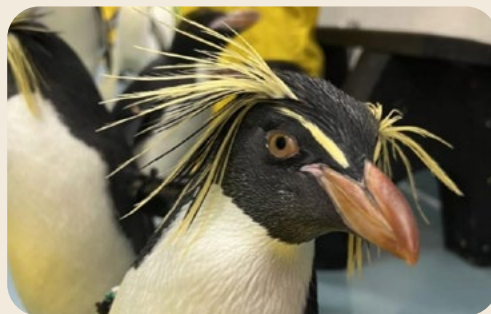
The Washington Post
Democracy Dies in Darkness

Marley's Masterpiece: Penguin Art Becomes a Viral Phenomenon

OBJECTIVE

With Moody Gardens' social growth stalled or slowing, the aim was to test a new approach that blended trending short videos, playful captions, and the natural appeal of animal content.

Marley, a Northern Rockhopper Penguin and her charismatic keeper Janie provided the perfect moment to spark viral engagement and drastically expand multi-channel subscriber counts.



ACTIONS TAKEN

- Recommended the use of animal-focused content with engaging captions after identifying higher interaction rates in past campaigns that featured animals.
- Tracked performance of the first video and strategically redistributed it to platforms like YouTube and LinkedIn to broaden visibility.
- Designed a webstore on the main website to meet demand for penguin art products.
- Managed incoming media and consumer inquiries via email and social channels, converting interest into additional revenue opportunities.

FINAL RESULTS

- Monthly penguin art sales surged, surpassing a two-year combined average total at peak.
- Private and public penguin encounters sold out weeks in advance.
- Earned high six-figure promotional value from national and international media coverage, including interviews with NBC News and *The Washington Post*.
- This single creative increased subscriber growth by over 6,000% on YouTube, 1,800% on TikTok, 25% on Facebook, and 30% on Instagram. It remains a top driver of YouTube and TikTok growth, fueling sustained viewership for both new and legacy content.

CREATIVE WORK



CREATIVE WORK



Designed masked text assets to promote a YouTube video which featured a guest speaker from Pacuare Reserve in Costa Rica.

PROMOTIONAL ASSETS

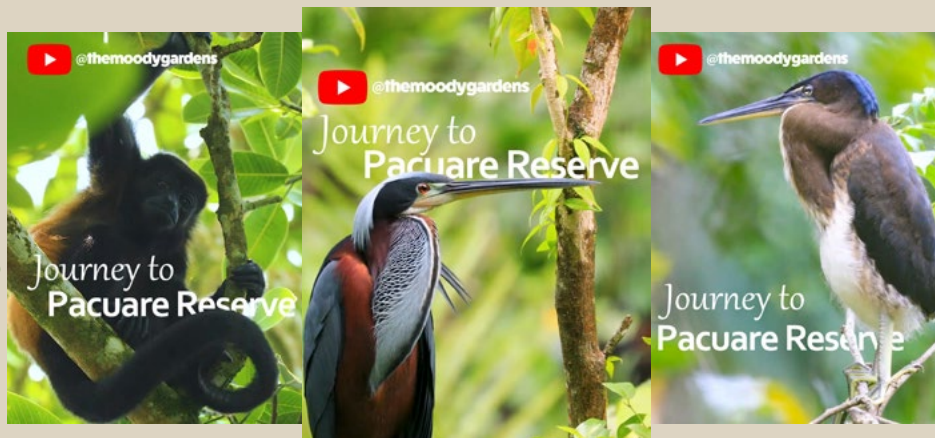


COLOR ADJUSTMENT

Photographed model and adjusted hair color for concept presentation to client for review.

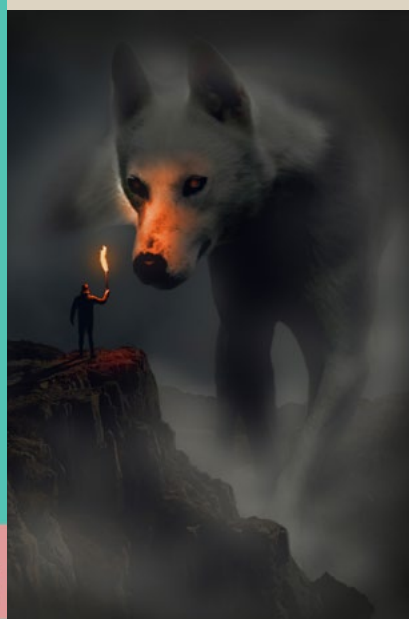
The watermelon, splash and soda can images were generated using MidJourney. Water splash masking for the foreground and background. The dog in the fog was a composite of four images using a cliffside, dog, character, and a hill landscape. Applied a fog brush as well as masking and blend modes for the fire and light reflections.

IMAGE MANIPULATION



APPAREL CONCEPT

Logo design created in Illustrator then imported into Photoshop. The main image of the model was generated in MidJourney. The t-shirt text was a play on the image and what it represents. Image warping on the text blends with the creases and folds on the shirt. This is a proof of concept design.



CREATIVE WORK



TOURISM AD

Illustrator designed tourism ad that incorporates three design styles to create an “upscale classy feel.”



RETRO STYLE

Adobe mixed-media apps. Emulating a retro poster with two images including one original photo of a Toyota.



FOOTWEAR AD

Two MidJourney images combined with an Illustrator font. Finalized using InDesign for the final poster.



OLIVE BRANCH COFFEE BROCHURE

Commissioned brochure menu concept for *Olive Branch Coffee*, featuring a custom-designed logo of a flying dove carrying an olive branch. The tagline, “Peace with Every Pour,” captures the warm, welcoming atmosphere the coffeehouse aims to convey. Imagery was created in MidJourney through multiple prompt refinements, while layout and typography were developed in Illustrator and finalized in InDesign. Menu text and offerings were crafted to reflect the authenticity of a fully operational coffeehouse.

CREATIVE WORK



LOGO CONCEPTS

Variety of logos made for clients or proof of concept art. All logos were designed using Illustrator.



UI ICONS

A series of user-interface icons that can be reused by multiple projects. Designed using Illustrator.



TYPOGRAPHY

Various stylized lettering and custom fonts for inclusion into documents, posters, flyers and other web or print media. Some font designs are emulated from existing font packages.

PORTFOLIO



CONTENT EXAMPLES

Fly Fishing Film Festival Photos

MAY 3, 2024 / MOODY GARDENS

April 26 and April 27, 2024

PHOTOS BY KERRY M. TOORCANA

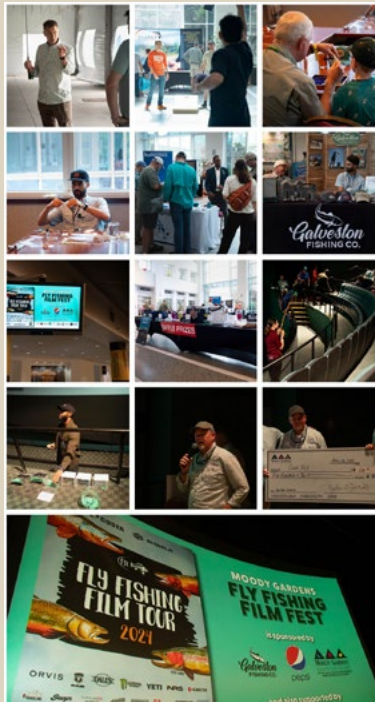
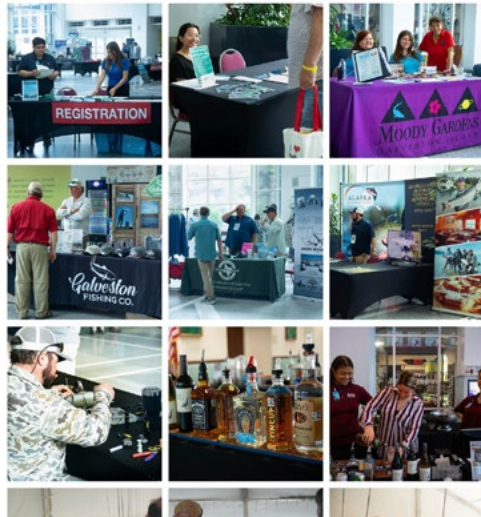


PHOTO & GALLERY

Photos taken at the Fly Fishing Film Festival, edited in Lightroom then placed into a WordPress gallery as part of a blog for promotional content.

Website event content includes three original photos. Displaying three holiday events and a bi-monthly wine event with custom design. Built content using Webflow.

SITE CONTENT

Easter Weekend Has Arrived

APRIL 15, 2025 / MOODY GARDENS

Pick a choice of Breakfast with A Bunny, Brunch or Buffet Dining Options and catch a movie!



Come celebrate **Easter 2025** by having Easter Brunch or Easter Buffet with us on Sunday, April 20 with us, or have Breakfast with a Bunny on Friday, April 18 or Saturday April 19. See below to read the details for these three special Easter holiday dining options:



Easter Brunch at the Frances Anne Moody Ballroom inside the Moody Gardens Hotel from 10:30am to 2:30pm. Click to [view menu](#) or [make reservations](#).

Easter Buffet at the Garden Restaurant inside the Moody Gardens Visitor's Center from 11:00am to 4:00pm. Click to [view menu](#) or [make reservations](#).



Get your Beats on the Beach Summer 2025 details here!

APRIL 2, 2025 / MOODY GARDENS

Check out whose playing, event times and more..



Beats on the Beach returns for yet another year to **Palm Beach** at Moody Gardens. Every Saturday, starting June 14 until August 4, catch live music followed by a fireworks finale. The party officially starts from 5:30 pm and ends at 9:30 pm. Float down the 650-foot lazy river, catch some surf at the wave pool or zip down one of two 18-foot-tall tower slides for guests of all ages as you jam out to the sounds of summer.

Summer 2025 Dates and Headliners

Velvet Punch	June 14
The Line Up	June 21
The Examiners	June 28
Bama Breeze	July 5
Boyz	July 12
The Line Up	July 19
Citywide Funk	July 26
A Sure Thing	August 2
Timeless HTX	August 9

Thanksgiving Plated Lunch

November 27 | 11:00 a.m. - 4:30 p.m. | Café in The Park

Celebrate Thanksgiving with a delicious plated lunch at Café in The Park. Enjoy a festive menu featuring herb turkey breast, beef tenderloin, savory sides, and a decadent dessert trio. Reservations are encouraged, but walk-ins are welcome!

[VIEW MENU](#)



Boisset Collection Wine Dinner

Shearn's Seafood and Prime Steaks
Wednesday, July 23, at 6:30 pm

This exclusive four-course dinner features a thoughtfully crafted menu by Executive Chef Bobby Ross, each dish expertly paired with exceptional selections from the renowned Boisset Collection.

[RESERVE NOW](#)

[VIEW MENU](#)



The Frances Anne Moody Ballroom

Offers 15,180 square feet of space. Lique Chandeliers hang from its soaring ceilings help set the scene for conferences and luncheons to breathtaking formal affairs. Offering optimal functionality, it can be divided into eight rooms, or kept intact for an elegant scene.

[CONTACT US](#)

BLOG CONTENT

Blog content posted regularly using the WordPress platform. Content included special holiday events, seasonal attractions, news about conservation actions, dining events, or other time sensitive promotional offers that had limited availability. Photos and promotional art that displayed event information was often produced inhouse.



Island Star Performances and Mirage Entertainment Presents:

Holiday Fantasy: North Pole's Got Talent

December 19 - 23

Moody Gardens Hotel | Matinee & Dinner Performances

BOOK NOW AND SAVE 20% ON TICKETS
SAVE 20%! Hotel Packages Also Available Starting at \$275

'Walter and Holly are back! The search is on for the season's brightest star in this holiday showdown of epic proportions. This new and high-energy show features jaw-dropping acrobats, soaring aerialists, mesmerizing fire dancers, and more for the most dazzling Christmas celebration ever!

Evening Ticket includes: Show admission, Holiday Buffet Dinner and Holiday Lights

Matinee Ticket includes: Show admission only (buffet and Holiday Lights not included)

For more info and reservations:

HolidayShows@moodygardens.org or 409-682-4188

[PRICING](#)

[CALENDAR](#)

[SEATING CHART](#)

[HOTEL PACKAGES](#)

[DINNER MENU](#)

WORK EXAMPLES

For Second Year in a Row, NightCulture Teams Up with Live Nation for Houston IDENTITY Festival on August 11

NEWS PROVIDED BY
NightCulture Inc. -
May 10, 2012, 09:30 ET

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HOUSTON, May 10, 2012 /PRNewswire/ -- NightCulture Inc. (OTCBB: **NGHT**) is pleased to announce North America's first and only touring electronic music festival experience, IDENTITY, will return this summer, visiting Houston on Saturday, August 11 at Cynthia Woods Mitchell Pavilion. IDENTITY will kick-off in the afternoon, running through into the night, and will be centered on the venue's central amphitheater stage.

NightCulture Inc. will be co-promoting the Live Nation (NYSE: **LYV**) produced IDENTITY Festival by lending its considerable resources and experience in the marketing and promotions aspect of this event for second year in row.

"We look forward to utilizing our powerful marketing engine to help make Identity Festival a success once again," notes CEO Michael Long.

IDENTITY's line-up features the most cutting-edge acts in EDM presenting them in some of America's most storied venues, arenas that were long reserved for rock bands.

Sweden's **Eric Prydz**'s legendary Ibiza residencies, European festival smashes and chart-topping hits undoubtedly served as inspiration for his friends and collaborators, Swedish House Mafia. Prydz, despite huge demand, hasn't toured the US since 2007 due to a fear of flying, but with a new album 'Eric Prydz Presents Pryda' (5/22/12) and a unique IDENTITY live show, this was one road trip Prydz couldn't miss.

IDENTITY welcomes back Rockstar Energy Drink as its festival stage sponsor, as well as returning sponsors Emazing Lights and Skurpee. IDENTITY will also again have exclusive playlists on Radio to accompany the festival. New to the IDENTITY Festival this year are TIGI Bedhead and Lifestyle Condoms. Stay tuned for a full description on what to expect from them this year at the IDENTITY Festival.

IDENTITY Houston line-up (more TBA):

Eric Prydz, Wolfgang Gartner, Nero (DJ Set), Showtek, Doctor P, Arty

About NightCulture Inc.

NightCulture Inc., "Concerts that Change Your Life", is a premier producer of live concerts and events. NightCulture operates in the following markets: Houston, TX, Austin, TX, San Antonio, TX, & Oklahoma City, OK. NightCulture events are primarily in the Electronic Dance Music (EDM) genre. Hundreds of thousands attendees have experienced our events and the number continues to grow with every show. NightCulture Inc. is the first Electronic Music oriented company to ever trade in the public markets. <http://www.NightCulture.com>

NightCulture Inc. has produced hundreds of concerts featuring world class artists such as: Tiesto, David Guetta, Deadmau5, Skrillex, Armin van Buuren, Benny Benassi, Kaskade, Infected Mushroom, Afrojack, Above & Beyond, Willam from the Black Eyed Peas, Paul van Dyk, Rusko, Axwell & Sebastian Ingrosso from Swedish House Mafia, Ferry Corsten, Calvin Harris, Flux Pavilion, Gareth Emery, Markus Schulz, ATB, Sasha, John Digweed, Cosmic Gate, Pretty Lights, Paul Oakenfold, Calvin Harris, Carl Cox, Pete Tong, Richie Hawtin, Avicii, Bob Sinclar, Boys Noize, Herman Cattaneo, Wolfgang Gartner, Bonobo, Deep Dish, Erick Morillo plus many many more!

Forward-Looking Statements

Any forward-looking statements, as defined in the Securities Exchange Act of 1934, in this release (often identified by such words as "believes," "expects," "beginning," "intended," "planned") regarding future expectations, objectives, and plans for NightCulture Inc. are based on opinions and estimates of management at the time the statement was made. Various known and unknown factors may cause actual results to be materially different from the expected outcomes. A complete discussion of the risks and uncertainties which may affect NightCulture's business is included in "Risk Factors" in the Company's Current Report on Form 8-K as filed by the Company with the Securities and Exchange Commission. NightCulture Inc. does not, as a matter of policy, update or revise forward-looking statements. Actual results may vary materially.

Kerry Toorcana
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832-535-9070

PRESS RELEASE

Wrote and edited press releases then distributed through PR Newswire. This release pertains to a co-promotional deal on IDENTITY Festival at Cynthia Woods Mitchell Pavilion.

Team award for Industry Partner of the Year by Visit Galveston Tourism Bureau.

AWARD EVENT

Congratulations to our award winners:

- **Friend of Tourism: Julie Ann Brown, GALVESTON ISLAND NATURE TOURISM COUNCIL (GINTC)**
- **Excellence in Hospitality: Paco Vargas, Restaurateur**
- **Industry Partner of the Year: Moody Gardens Hotel, Spa and Convention Center**
- **CTA of the Year: Taylor Aiken, Certified Tourism Ambassador**

These awardees inspire us all through their dedication, passion, and leadership.



The Moody Gardens Team

MAGAZINE

Limited run NightCulture magazine. Content, layout, editing, and writing on a month to month basis. Developed feature stories and solicited writers to include pieces in each issue. Assembled using InDesign.



Thank You

For reviewing my portfolio. Please contact me through email via **kerrytoorcana@gmail.com** to further discuss any future work opportunities or consultations where I can be of service to your organization.

