Kerry Michael Toorcana

Website: kerrytoorcana.com

Summary

Experienced marketing, business development, and operations professional with a background in communications, event management, content production, and organizational growth.

Employment History

Administrative Manager, Q1 Agency – Houston, TX
August, 2025 – August 2026

- Founded a general contracting company specializing in multi-family property services.
- Managed bookkeeping, invoices, work orders, payroll, and administrative functions.
- Served as onsite supervisor for property surveys, estimates, and labor tasks.
- Produced graphic design ad materials, photos, and video for marketing content.

Communications Specialist, Moody Gardens Inc. – Galveston, TX
February, 2024 – May, 2025

- Produced content (photo, video, graphic design) for web and social media channels.
- Created email campaigns with broad and segmented audience targeting.
- Coordinated media coverage with press, in-studio appearances, and on-site remotes.
- Presented weekly and monthly analytics reports for email and social media performance.
- Wrote blog posts, ad copy, and tailored content for platform-specific social media.
- Managed marketing initiatives across a diverse portfolio including an aquarium, zoo, hotel, waterpark, museum, convention center, golf course, and educational programs.

Business Development and Marketing Strategy Consultant, Independent – Houston, TX
January, 2019 – March, 2023

- Worked on business plans, competitive analysis, marketing proposals, brand positioning guides and other business development services for a small client base

Manager of Business Development at NightCulture Inc. – Austin, Houston, TX
May, 2011 – May, 2018

- Founding team member that helped grow company portfolio with events and venues.
- Developed business processes including box office, ticketing, settlement, and marketing.
- Managed joint administrative functions with Disco Donnie Productions, handling planning, budgeting, settlement, and revenue reconciliation.
- Led a marketing team for tours, festivals, brand magazine, and proprietary events
- Created forecasts, operating plans, and investor materials to support becoming the first publicly traded dance music company (NGHT.OB).

Events Programming Manager and Marketer, Live Nation-House of Blues – Houston, TX
November, 2009 – May, 2011

- Local booking and marketing for HOB Houston that maximized venue use and revenue.
- Built audience reach with social media, digital ads, partnerships, and guerrilla marketing.
- Worked in an operational capacity for sponsored events such as Bacardi and supported third-party promoter shows.
- Promoted a range of events, from concerts, comedy to weddings and corporate shows.

Marketing Coordinator and New Media Coordinator, Live Nation Corporate – Houston, TX
April, 2004 – November, 2009

- Marketing support for Bayou Music Theater and Meridian, creating ad packs, press releases, budgets, email campaigns, tracking media buys, and coordinating street teams.
- As a New Media Coordinator, was tasked to implement digital marketing strategies across the south region.
- Built venue and promoter relationships with music, comedy, and MMA organizers.
- Hosted music mixers to network with local artists and strengthen community ties.
- Managed marketing and operations for concerts, festivals, conventions, MMA sports, and national tours including Vans Warped Tour and Cirque du Soleil.

Knowledge & Skills

Blogging · Bookkeeping · Copywriting · Email Marketing · Graphic Design · Photography · Videography · Event Management and Operations · Forecasting · Press & Publicity Management · Project Management · SEO / SEM · Social Media Marketing

Software & Platforms

Meta Ads Manager, Google Ads · Adobe: Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro · Asana · Canva · Email Systems: Constant Contact, Mailchimp, Revinate · Hootsuite · Google Analytics, Search Console · Meltwater PR · Excel, Outlook, PowerPoint, Word · Sprout Social · SurveyMonkey · Webflow CMS · Wordpress

Education

University of Houston at Clear Lake, Houston TX
Bachelor of Science in Business Management with Marketing Minor
GPA: 3.70 cum laude | Honor Societies: Phi Kappa Phi & Beta Gamma Sigma

San Jacinto Community College, Houston TX
Associate of the Arts Degree
Society: National Society of Leadership & Success

Certifications: Google Project Management

Volunteerism Armand Bayou Nature Center (6.5 hours), Texas Parks & Wildlife Galveston State Park (4.5 hours), Salvation Army (8 hours)