

Carissa Gerzeny



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Skills:

- Public Relations
- Digital Media
- Social Media Marketing
- Search Engine Optimization
- Google Analytics
- Press Releases
- Microsoft Office
- Wordpress
- A&R
- Basic HTML5 & CSS
- CMS



Experience

RED Distribution a Division of Sony Music Entertainment

'stache Media Lifestyle Representative

January 2014 - May 2014

Gainesville, FL

- Participated in marketing campaigns to create awareness for artists
- Attended conference calls to learn marketing strategies and gain knowledge about the music industry
- Developed online marketing strategies through social media
- Researched and familiarized variety of artists and bands
- Created reports of completed marketing efforts

Sony Electronics

Brand Ambassador

January 2014 - May 2014

Gainesville, FL

- Participated in marketing campaigns and video projects for the Sony Music Video Recorder (HDR-MV1)
- Captured live music performances at local shows

Columbia Records Sony Music Entertainment

Publicity Intern

June 2013 - August 2013

New York, NY

- Managed coverage reports for various artists
- Sent out weekly publicity packets to management and wrote press releases
- Delivered successful, multi-platform communications initiatives
- Assisted in ticket distribution and CD reviews
- Collaborated with digital marketing team
- Arranged phone conferences between members of the press and Columbia Records' artists
- Attended several Sony Music Entertainment executive lectures
- Assisted talent on special events (Good Morning America)

Grooveshark

Music Curation Intern

January 2013 - May 2013

Gainesville, FL

- Organized music stations by genre for worldwide listeners
- Created informative artist biographies for grooveshark.com



Education

University of Florida

Bachelor of Science (B.S.) in Telecommunications

December 2014

Riverview High School

International Baccalaureate Diploma

Class of 2011

University of California, Los Angeles

Economics for Leaders Program

Summer 2010



Publications

The EDM Network

Staff Writer

July 2014 - present

- Writer of published articles on a daily basis pertaining to electronic music, industry trends and breaking news
- Interviewer of electronic music's top artists
- Expected 500,000+ impressions and 10-30,000 readers per article

Miami After Dark

Head Music Correspondent

June 2014 - August 2014

- Networked with top names in Miami's nightlife and music industry

Joonbug.com

Senior Contributor

June 2014 - August 2014

- Covered album and event reviews for online publications