

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 (Sony Music) - Gainesville, FL January 2014 - May 2014

‘stache Media Lifestyle Representative

- 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 - Gainesville, FL

January 2014 - May 2014

Brand Ambassador

- 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) - New York, NY

June 2013 - August 2013

Publicity Intern

- 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 Gainesville, FL

January 2013 - May 2013

Music Curation Intern

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



Education

University of Florida Gainesville, Florida

Bachelor of Science in Digital Media & Marketing - GPA: 3.8
December 2014

International Baccalaureate Diploma

May 2011

University of California, Los Angeles

Economics for Leaders Program
Summer 2010



Publications

The EDM Network

July 2014 - present

Staff Writer

- 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

June 2014 - August 2014

Head Music Correspondent

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

Joonbug.com Florida

June 2014 - August 2014

Senior Contributor

- Covered album and event reviews for online publications