

# Michael Kerr

Hanover College | Los Angeles 90266 | [michael@floranamusic.com](mailto:michael@floranamusic.com) | (502) 294-2032

## Core Proficiencies

- Marketing Strategy
- Web Design
- Digital marketing
- Public Relations
- MS Office Suite
- Content Development
- Adobe Photoshop
- Communication

## Education

**Earning Bachelor of Arts**, Hanover College, Hanover, IN; Graduation Year: May 2021

- Business Scholar with focus in Marketing
- Major: Political Science; Minors: Business, International Studies
- GPA in Major: 3.46

## Effective Experience

**Florana International Film Festival**, Manhattan Beach, CA **11/28/2020 to Present**  
Co-Founder and Director of Marketing

- Co-founded and sold-out Manhattan Beach's first international film festival
- Developed comprehensive grassroots marketing strategy on minimal budget
- Located Sponsors and raised over \$15,000 to fund Drive-In event for charity
- NET Expenses, raised over \$10,000 to benefit local nonprofit organizations
- Established digital presence for a new international film festival brand

**Live Nation Entertainment**, Louisville, KY **05/2020 to 07/2020**  
Marketing Intern

- Analyzed weekly social media statistics to create reports to further engagement strategies during the Covid-19 era and prepare for future campaigns
- Created future marketing strategies designed to generate venue attendance from a younger and more diverse demographic
- Established valuable business relationships with local businesses for future promotional purposes

**Florana, LLC**, Manhattan Beach, CA **07/2020 to Present**  
Co-Founder and CEO

- Manager for recording and film scoring artist's business opportunities
- Handle sourcing and financing of all audio technical equipment and studio schedule
- Design digital advertisement campaigns to promote artist brand for commercial music releases

## Freelance and Volunteer Work

**Forecastle Foundation** **09/2020 to Present**

- Assist with nonprofit marketing strategy to drive donations in conjunction with the annual Forecastle Music Festival