

Erik Koral

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EXPERIENCE

President and Founder, FanManager, LLC

3/05 to Present

Digital Marketing Agency for Entertainment - Los Angeles, CA

- Spearheaded digital marketing campaigns for over 110 bands/clients to help grow brand equity with increased website traffic, e-mail list subscriptions, social media numbers, and ticket and album sales. Clients include; Intel, MNET TV, Epic Records, Depeche Mode, Michael Jackson Estate, Shakira, Black Eyed Peas, Phish, The Doors, Paul Oakenfold, and others.
- Specialized in social media, online publicity, experiential marketing, fan clubs, contests, viral marketing, community management, printing, and graphic design.
- Created website with proprietary marketing technology that awards points and prizes to passionate fans who promote artists, events, brands and other clients online; cultivated email database of 107,000 brand ambassador representatives.
- Recruited, hired, supervised, and motivated staff of 4 employees, 3 interns per quarter, and independent contractors. Supervised budgets, payroll, general accounting, and P&L.
- Became leading street team management company for "jam band" music genre.
- Featured in industry publications such as Hypebot, Music Think Tank, Billboard. Featured on panels with NARIP, San Diego Music Thing, and UCLA Extension.
- Expertise in these digital platforms: CMS Website management, Facebook, Twitter, Instagram, Pinterest, Topspin, Promojam, YouTube, Google+, Exact Target, Soundcloud, Mobile Roadie.

Vice President, Adprint Company

1/00 to 10/08

Printing Company - Los Angeles, CA

- Supervised day-to-day operations for printing company/broker 65 years in business.
- Utilized Photoshop, Illustrator, Quark, In Design to create layouts and printed materials.
- Collaborated with studio executives at Columbia Pictures, New Line Cinema, Artisan Entertainment, Fox Searchlight, and IMAX to create one-sheets, tickets for screenings, POP displays, stickers, brochures, and other materials.
- Partnered with specialty print shops around Los Angeles such as 4Over, Digital Room, CopyCo Printing, and Color Image Printing.

Chief Marketing Director, Particle

1/01 to 10/05

Popular National Jam Band - Los Angeles, CA

- Led and developed 2500-member national field representative program.
- Managed social media accounts on Myspace, Facebook, Twitter, YouTube.
- Organized meet & greet events, contests, and national fan club.
- Directed innovative physical marketing campaigns at major festivals such as Bonnaroo.

Admin Assistant to VP of Art Department, Artisan Entertainment

6/98 to 1/99

Film Studio - Los Angeles, CA

- Managed calendar, invoices, purchase orders, expense reports. Also scheduled trips & meetings.

EDUCATION

- UC Santa Cruz - BA Sociology (5/98)