

# **Stefan Aronsen**

**Graphic Designer specializing in Social Media at SF Intercom**

San Francisco, CA, US

Utilizing social media and graphic design to help brands become more viable.

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## **Biography**

Stefan's ability to brand, market, and package musicians has earned him jobs at two successful music labels as well as with numerous independent musicians. He has learned valuable lessons, first-hand, along the way. He has seen that while different bands face different obstacles, one constant in the music industry is the sheer level of difficulty in surviving.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Graphic Design, Music, Media - Online, Social Media, Media - Print, Publishing, Entertainment, Printing, Advertising/Marketing, Print Media

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## **Areas of Expertise**

Graphic Design, Social Media, Licensing, Publishing, Advertising, Marketing, Entertainment, Online Media, Print Media, Music

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## **Affiliations**

Masters Degree, Graphic Designer

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## **Sample Talks**

### **Surviving the Music Industry**

Leading by example... I asked survival advice from Fans, Bands and Industry Professionals and shared it with an audience of approximately 50 industry professionals.

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## **Event Appearances**

**THE INDUSTRY ON SURVIVAL**

San Francisco

## **LONG LIVE LOGOS ON SURVIVAL**

San Francisco

## **TRANSFER ON SURVIVAL**

San Francisco

## **BUTTERFLY BONES ON SURVIVAL**

San Francisco

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## **Education**

### **Academy of Art University San Francisco**

Master's Degree Graphic Design

### **Portland State University**

Bachelor's Degree Graphic Design

### **Mt. Hood Community College**

Associate's Degree Offset Printing - Photography

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## **Accomplishments**

### **Featured on Boing Boing**

Long time friend of Boing Boing Brian Zisk throws the SF MusicTech Summit, the conference at the convergence of Internet Music and Technology. SF Intercom Creator Stefan Aronsen creates awesome live sketches of the panels he attends, and finally created a video of how he does it.

<http://boingboing.net/2011/09/15/live-sketches-of-panels-from-sf-musictech-summit.html>

### **Featured on SF Weekly**

Thanks to SF Intercom, an under-hyped resource for would-be local darlings concerned with the ins and outs of booking, promotion, groupie love, and proper techniques for mounting framed platinum records on drywall. Well, some of those things.

[http://blogs.sfweekly.com/shookdown/2011/04/learn\\_sf\\_music\\_survival\\_tactic.php](http://blogs.sfweekly.com/shookdown/2011/04/learn_sf_music_survival_tactic.php)

### **Featured on Hypebot**

SF Music Tech has become known as a great place for music tech companies to debut, launch new products and network with their peers and potential funding sources. Stefan of SF Intercom created a whiteboard style hand drawn representation of the elevator pitched of the startup presented in Brian Zisk's Elevator Pitch panel.

<http://www.hypebot.com/hypebot/2011/09/whiteboard-of-elevators-pitches-from-sf-musictech.html>

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