

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.

Description

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.

Availability

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

Industry Expertise

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

Topics

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

Affiliations

Masters Degree, Graphic Designer

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.

Past Talks

THE INDUSTRY ON SURVIVAL

San Francisco

LONG LIVE LOGOS ON SURVIVAL

San Francisco

TRANSFER ON SURVIVAL

San Francisco

BUTTERFLY BONES ON SURVIVAL

San Francisco

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

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

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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