

# K.S. Anthony

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# KSA

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## Skills

• Digital Marketing Strategy • Editing • Writing • Screenwriting • Targeted Content Creation • Audience Engagement • Content Strategy/Development • Social Media Management • UX/UI • Google / Facebook Analytics • Branding • Thought Leadership

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## Experience

### **Chief Operating Officer: OuterPlaces.com (incubator project of Donovan/Green) 2017 – Present**

- Executed editorial and social media strategies reorganized around rebranding campaign, and increased average monthly traffic from 990,000 to 1.3 million page views in 3 months, with an average gain of 15% month over month, making Outer Places one of the fastest growing Science/Science Fiction sites on the Internet
- Recruited, interviewed, and hired freelance writers, Lead Engineer, Managing Editor, and Social Media Editor and turned around downward traffic/engagement trajectory within weeks of helming editorial command
- Slashed Facebook advertising budget by 21%, while continuing to increase engagement and page growth from 165,000 to 200,000 likes/follows and growing by the end of my first quarter
- Analyzed and delivered minor site design changes to improve UX/UI and overall site functionality and decreased bounce rate from 93% to 80% overall and from 90% to 66% on desktop
- Increased newsletter subscriptions/email captures by 788%: from an average of 45 to 400+ monthly
- Spearheaded B2B video and editorial syndication deals with assorted companies, including Rumble Video, Zergnet, Daily Motion, and The Social Edge
- Implemented caching changes allowing for increased traffic volume. Highest hourly, daily, monthly, and annual traffic records were broken in my first four months as F/T COO
- Developed unique method/strategy to optimize our social syndication reach and engagement against algorithmic changes, far exceeding that of our competitors: reach per article went up 1233%: from an average of 600 to 8000
- Planned and executed digital strategy for marketing and digital campaigns, events, initiatives and content for Donovan/Green clients: this included B2B and B2C outreach, branding support, and more
- In addition to my other responsibilities, I have served as Editor-in-Chief from June 2018 to present
- Served in a general strategy advisory position at Donovan/Green

### **Writer and Lead Editor: A Plus (www.aplus.com)**

**2013 – 2017**

- Collaborated with co-founder Ashton Kutcher on building content as the site's first editorial hire, researching and writing buyers guides and product reviews
- Initiated early marketing strategy utilizing Facebook as entry portal to build and drive organic traffic and brand awareness
- Drove the most page views on the editorial team on a weekly basis, bringing in over 143 million page views and one billion Facebook impressions
- Served as first social media manager, bringing the Facebook following from 0 to 90,000 in 9 months
- Developed tripartite strategy for optimizing content across major social media platforms



- Trained new hires in best practices for both journalistic and viral writing
- Accepted and rejected story pitches for the Culture, Lifestyle, Fashion, Beauty, and Family verticals, making them highest performing categories in 2015
- Developed flagship series to help define the site's voice, including The A Plus Interview, which reimaged celebrity dialogues

**Writer/Editor/Content Strategist: Independent Contractor 2008 – present**

- Partnered with Ashton Kutcher to develop "Login," a feature-length screenplay
- Contributed lyrics to Sebastian Bach's album "Give 'Em Hell," which debuted at #3 on Billboard's Hard Rock Albums charts
- Work as editor/consultant to undergraduates seeking assistance with essays and academic work
- Consulted as linguistic forensics investigator for Atlanta-based company, reporting my findings directly to the CEO for possible legal action
- Advise companies on increasing audience engagement, site traffic, UX, and content strategy
- Assist screen and television writers with dialogue, characterization, narrative arc, and formatting
- Work for college admissions consulting firm as contract editor for admissions essays including the Common Application
- Contracted as Editor-In-Chief and Social Media Editor/Strategist for now-defunct "conservative news" start-up (details on request) : edited 30+ articles a day from 5 writers and drove traffic from 0 to > 60,000 page views per month with no budget
- Wrote short film "Choose To Become" for Transcend Films
- Partnered with GetGlobal to develop content relevant to international business intelligence and restart social media strategy
- Developed articles for SumZero, the world's largest online buy-side financial community, from user-submitted ideas on stocks, funds etc.
- Co-founded The Quartermaster newsletter, curating news and articles and writing editorial content relevant to business leaders
- Civilian advisor to NYC Chapter of the Special Forces Association, helping to communicate value of hiring Special Operations Forces veterans in business

**Education**

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**Columbia University in the City of New York: B.A. (cum laude) English. 2011-2013**  
**Yale University Summer Session: Novel Writing 2010**