

K.S. Anthony

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Executive Summary

I am a detail-obsessed, data-informed professional storyteller and marketing strategist who has leveraged an eclectic employment and educational background into a career in marketing. Beyond my experience, here's some of what I bring to the table:

- My knack for thriving in and adapting to ambiguous environments
- My demonstrated leadership in catalyzing and fostering measurable growth against KPIs
- My data-informed approach to strategy and analysis
- My flexibility in tactics and strategy in improving and developing systems, processes, and protocols.
- My deep understanding of human behavior, motivation, and bias on and off-line
- My ability to improvise novel solutions in conditions of scarcity when conventional methods fail
- My success in coaching and building teams

Experience

Director of Marketing: Sum Zero, Inc.

New York, NY

Nov. 2019 – August 2022

- Established social media voice across all platforms, particularly Twitter, where I more than quadrupled YoY impressions, grew follower count from 12,500 to over 18,500 in 15 months and created meaningful engagement opportunities with both professional and retail investors, doubling social media-driven traffic to site
- Supported new revenue streams in partnered content and advertising by launching and growing YouTube channel, producing and editing videos featuring interviews with Mohnish Pabrai, Cameron and Tyler Winklevoss, and other investment experts
- Developed copy and messaging strategies ahead of and following launch of premier retail investing product in expansion of business from B2B to B2C
- Wrote special reports based on research from top hedge fund managers, SEC filings, and news items on various companies, industries, and market trends
- Increased site reach by adding SumZero to Google News, various SEO strategies, and influencer partnerships

Chief Operating Officer: Outer Places, LLC

New York, NY

August 2017 – February 2020

- 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, developers, and editors.
- 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 Q1
- 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

- Served in a general strategy advisory position at Donovan/Green, working in digital marketing and branding with clients including NBA player Spencer Dinwiddie's company Project DREAM.

Writer/ Lead Editor: A Plus (www.aplus.com)

Los Angeles, CA

April 2013 – August 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 reimagined celebrity dialogues

Writer/Editor/Strategist: K.S. Actually Publishing

New York, NY

August 2006 – 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 chart

- Work for Solomon Admissions Consulting, a college admissions consulting firm as contract editor for admissions essays including the Common Application (2016 – present)

- Contracted as Editor-In-Chief and Social Media Editor/Strategist for now-defunct "conservative news" start-up: edited 30+ articles a week from 5 writers and drove organic traffic from 0 to > 60,000 page views per month (additional details on request)

- Partnered with GetGlobal to develop content relevant to international business intelligence and restart social media strategy for their annual conference

Education

Columbia University in the City of New York: B.A. (cum laude) English.

2011-2013

Yale University Summer Session: Novel Writing

2010