

## Contact

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(LinkedIn)

[www.ksanthyony.net](http://www.ksanthyony.net) (Portfolio)  
[quartermaster.substack.com/](http://quartermaster.substack.com/)  
(Blog)

## Top Skills

Google Analytics

Marketing

Search Engine Optimization (SEO)

## Languages

Italian (Elementary)

French (Limited Working)

English (Native or Bilingual)

## Certifications

Accredited Jewelry Professional

California Peace Officer Standards  
and Training P.C. 832 Certification:  
Arrest, Control, & Firearms

## Honors-Awards

First Place Award: Creative Non-  
Fiction

Deans List

English Honors Program

# K.S. Anthony

Director of Marketing at SumZero, Inc.

New York

## Summary

I am a disciplined, detail-obsessed, data-informed professional storyteller 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 talent for coaching and building teams

## EXPERIENCE:

Instead of going to college full-time right after high school, I chose a more experiential path. By the time I graduated cum laude with a B.A. from Columbia University, I had worked in everything from armed, plainclothes protection as a contractor for various luxury retailers to jewelry sales at Tiffany & Co.

Among other things, I've also served drinks as a bartender, led auxiliary police officers in responding to bomb threats and calls for service as their captain, counseled students applying to the best universities in the world, protected assets worth tens of millions of dollars, catalyzed businesses in transition, led and been on teams successfully completing 50+ mile endurance events, co-written songs on a Billboard-charting album, enjoyed the good fortune of being selected from hundreds of applicants as the first editorial

hire at Ashton Kutcher's start-up A Plus, and distinguished myself academically and professionally.

All of those things have helped me realize what I consider my core strengths as a leader and teammate.

My formal academic education left me with a formidable set of intellectual assets that allowed me to develop my talents and acquire new professional skills. I consider all of my experiences essential to the thought leadership, diversity, and skills that I bring to the companies and clients for whom I work.

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## Experience

SumZero, Inc.

Director of Marketing

November 2019 - Present (2 years 6 months)

Greater New York City Area

SumZero is the world's largest online network of professional buy-side investors: hedge and mutual fund portfolio managers, capital allocators, analysts, private equity investors, and more.

- Established social media voice across all platforms, particularly Twitter, where I more than quadrupled YoY impressions, grew follower count from 12,582 to 17,500 from May '20 to Dec. '21 and created meaningful engagement opportunities with both professional and retail investors, driving traffic to site and increasing retail membership with no ad spend. Tripled Instagram following.
- Developed copy and messaging strategies ahead of and following launch of premier retail investing product, successfully expanding SumZero's brand from B2B to B2C.
- Created new revenue streams in partnered content and ad revenue by launching and growing YouTube channel, producing and editing videos featuring interviews with Mohnish Pabrai, Cameron and Tyler Winklevoss, and other investment experts.

- Worked with developers and engineers in designing optimal user interface and experience for retail members.
- 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 spearheading partnerships with various Twitter and Instagram accounts.

### Baseplate LLC

Founding Partner

July 2019 - Present (2 years 10 months)

Greater New York City Area

We write screenplays.

### K.S. Actually Publishing (ASCAP) /Self

Writer/Consultant

October 2006 - Present (15 years 7 months)

Greater Los Angeles Area/Greater New York City Area

Some of the highlights of my career as a self-employed writer/editor and strategist include the following:

- Partnered with Ashton Kutcher to write and 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
- Worked as marketing consultant for SumZero, the world's largest professional investor community, in creating content designed to grow membership
- 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 Solomon Admissions Consulting – a college admissions consulting firm – as contract editor for admissions essays including the Common Application, all eight ivies, Stanford, Duke, and more
- Contracted as Editor-In-Chief and Social Media Editor/Strategist for now-defunct "conservative news" start-up (details on request) : edited 30+ articles a week 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
- Co-founded The Quartermaster – a weekly newsletter covering business, technology, and social science – as a curator, writer, and editor
- One of two honorary (civilian) members of the NYC Chapter of the Special Forces Association, communicating the value of hiring Special Operations Forces veterans in business

## Outer Places

### Chief Operating Officer

August 2017 - February 2020 (2 years 7 months)

Greater New York City Area

Outerplaces.com was an incubator project of the famed NYC design and communications firm Donovan/Green. It was an a media/entertainment destination that creates news, interviews, and reviews at the intersection of "where science meets science fiction."

- 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

- Recruited 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 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 69.8% overall.
- Increased newsletter subscriptions/email captures by 778%: from an average of 45 to 400+ monthly
- Spearheaded video and editorial syndication partnerships with assorted companies
- Implemented caching changes allowing for increased traffic volume. Highest hourly, daily, monthly, and annual traffic records were broken in my first four months as COO.
- Developed unique method/strategy to optimize our social syndication reach and engagement against Facebook's algorithmic changes, easily exceeding that of our competitors. Organic 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 clients of our parent company: this included B2B and B2C outreach, branding support, and more
- In addition to my other responsibilities, I served as Managing Editor from June 2018 until my departure in Feb. 2020.
- Serve in a general strategy advisory position at Donovan/Green

A Plus

Lead Editor/Writer

April 2013 - August 2017 (4 years 5 months)

## Greater New York City Area

- Collaborated with co-founder Ashton Kutcher on building content as the site's first editorial hire, researching and writing buyers guides and product reviews
- Partnered with founders and engineers in design and site testing
- Initiated early marketing strategy utilizing Facebook as entry portal to build and drive organic traffic and brand awareness: in our first year we were named the fastest-growing website in comScore's Mobile Metrix database.
- Wrote 12 – 15 articles a week, locating stories to optimize for top performance
- 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 on the platform
- Developed flagship series to help define the site's voice, including The A Plus Interview, which reimagined celebrity dialogues
- Created memorable branded/native content for Walgreen's, Dewar's, and Strayer University

## Tiffany & Co.

### Sales Professional

June 2006 - February 2009 (2 years 9 months)

Nashville, Tennessee

- Regularly met and exceeded sales goals at Tiffany & Co.'s first store in Tennessee

- Developed client book through community outreach and attending events
- Educated customers on jewelry, timepiece, and gemstone care
- Spearheaded relationship between Tiffany and Co and Nashville Wine Auction charity event
- Numbered among top-100 sales professionals in Mid-Atlantic region in 2006-2007 and in South Central region in 2008
- Also worked at 5th Avenue flagship store in 2015 as a seasonal sales employee

## Bulgari

### Security Manager

March 2003 - August 2004 (1 year 6 months)

San Francisco, California, United States

- Responsible for protecting merchandise, clients, and employees of Fortune 500 luxury jeweler's San Francisco boutique throughout day and during special events
- Responsible for hiring and training contract guards
- Transported jewelry to clients, photo shoots, and repair shops
- Evaluated and reformed loss prevention measures and procedures
- Conducted regular internal audits of inventory to ensure adherence to security protocols
- Served as back office support: tracked and shipped packages, maintained daily inventory report spreadsheets, received and delivered repairs, handled end-of-day cash reports

## Boucheron

### Security Contractor (Armed)

September 2002 - February 2003 (6 months)

San Francisco, California, United States

- Responsible for armed, standing posts as a contract guard at Boucheron's flagship U.S. store
- Worked as protection for models and guests at fashion shows
- Escorted VIPS and valuables to various locations as needed
- Provided additional armed security to other luxury retailers (Chanel, Gucci) during protests and civil disturbances

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## Education

Columbia University in the City of New York

Bachelors Degree, English · (2011 - 2013)

GIA (Gemological Institute of America)

Accredited Jewelry Professional, AJP · (2006 - 2006)

Yale University

Summer Session 2010