

# K.S. Anthony

New York, New York

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## Executive Summary

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I am a detail-obsessed, data-informed professional storyteller who has leveraged an eclectic background into a marketing career driven by my writing expertise and backed by a degree in English literature (with Latin honors) from Columbia University.

I've driven hundreds of millions of page views, contributed lyrics to a Billboard-charting album, and written huge quantities of engaging content ranging from research articles on publicly-traded companies to science, tech, and finance news. I excel at making complex topics understandable, can create content on virtually any topic in any voice, thrive under deadlines, and capably multitask in fast-paced environments. I am proficient in basic HTML, video editing, SEO, Microsoft Office, and most content management systems (CMS). I also have substantial experience in content creation for social media platforms, including Facebook, Twitter, Instagram, and TikTok.

In addition to this, I am a highly proficient editor, copywriter, collaborative communicator, and empathetic leader with exceptional project management skills and experience in the c-suite. Calls or meetings to discuss your needs can be easily arranged through my Calendly.

## Experience

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### Director of Marketing: Sum Zero, Inc.

New York, NY

Nov. 2019 – August 2022

- Established social media voice for Divya Narendra's buyside investor social network 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 actionable engagement with both professional and retail investors, doubling social media-driven traffic to site
- Wrote special reports based on research from hedge fund managers controlling hundreds of millions of dollars in AUM, and finance news articles on leading companies across all sectors, emerging industries, buyside and retail investing, market trends, and fintech
- Developed copy and messaging strategies surrounding launch of premier retail investing product in expansion from B2B to B2C
- 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 key investment experts
- 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
- Managed Facebook advertising budget, cutting it by 21% and increasing engagement and page growth from 165,000 to 200,000 likes/follows and growing by the end of my Q1
- Analyzed and delivered site design changes to improve UX/UI and site functionality; 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
- 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 evolving strategies to optimize our social reach and engagement against algorithmic changes, far exceeding competitors: reach per article went up 1233%: from an average of 600 to 8000

- Spearheaded B2B video and editorial syndication deals with video platforms and media companies, including Rumble Video, Zergnet, Daily Motion, and The Social Edge
- Planned and executed digital strategy for marketing and digital campaigns, events, initiatives, and content for Donovan/Green clients, including NBA player Spencer Dinwiddie's company Project DREAM.
- Recruited, interviewed, and hired writers, developers, editors, and freelancers

**Writer/ Lead Editor: A Plus ([www.aplus.com](http://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 drive organic traffic and build brand awareness: served as first social media manager, bringing the Facebook following from 0 to 90,000 in 9 months
- 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
- Accepted and rejected story pitches for the Culture, Lifestyle, Fashion, Beauty, and Family verticals, making them highest performing categories in 2015
- Developed tripartite strategy for optimizing content across major social media platforms
- Developed flagship series to help define the site's voice, including The A Plus Interview, which reimagined celebrity dialogues
- Trained new hires in best practices for both journalistic and viral writing

**Contract Writer/Editor/Strategist**

**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 in 2014
- Most requested editor at Solomon Admissions Consulting – America's largest college admissions consulting firm – for college admissions essays including the Common Application, the Ivy League schools, Stanford, Duke, MIT, and more (2016 - present)
- Private editor and consultant for college applicants to top-ranked schools (2015 - present)
- Served as Editor-In-Chief and Social Media Editor/Strategist for now-defunct news start-up (details on request) : edited 30+ articles a week from 5 direct reports and drove traffic from 0 to > 60,000 page views per month with no budget
- Developed content relevant to international business intelligence and created social media strategy for GetGlobal's annual conference
- Conducted contract work for companies and executives requiring discreet niche services including social media strategy, ghostwriting, copywriting, speechwriting, and linguistic forensic analysis

**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**      **2010-2010**