

# K8 STRASSMAN

YOUNGALGORITHM.COM

New York, NY  
(201) 456-2833  
k8@youngalgorithm.com

## EXPERIENCE

### UnitedMasters, New York, NY — *Director of Content Strategy*

APRIL 2021 - JANUARY 2023

- Partnered with sales/brand partnerships team to sell integrations into UnitedMasters product for 1.5M subscribers and managed P&L for Content & Events department
- Executed ideation, planning, content rollouts, PR moments and creative direction for partnerships, events, and original content. Exceeded RSVP goals and events hit over 1M impressions.
- Mentored and managed a cross-functional team of social, designers, producers and client services through market research, content creation, campaign launch, analysis of results, setting deadlines, adjusting to changes in schedule, and resolving conflicts
- Clients: [Ally](#), [Diageo](#), [Pepsi](#), [Amazon Amp](#), [Intel](#), [Vistaprint](#), TikTok, NBA, XGames

### RP55 Group, New York, NY — *Director of Creative Strategy*

JANUARY 2020 - APRIL 2021

- Develop a multi-channel strategy for growth, including paid, social, email, content, lifecycle workflows for 3 brands [Akoo, Hustle Gang & Gotcha]
- Prepared monthly reports to understand what worked to improve engagement by 40%
- Continually tested new content types, refreshed SEO, built an influencer program Partnered with Dunkmaster, Viola, Chris Pastras, TI, BigXthaPlug and more.

### Live Nation, New York, NY — *Creative Hybrid*

JUNE 2019 - JANUARY 2020

- Led creative ideation for partnerships
- Built custom presentations, including compelling mocks and copywriting & presented to internal & external partners like American Express, DoorDash, Postmates, American Airlines

### CSM Leaddog, New York, NY — *Experiential Art Director*

JANUARY 2019 - MAY 2019

- Led experiential-focused RFP/RFI research, ideation, creative writing, material creation for brands like NFLPA, vitaminwater, FX, Square and more.
- Oversaw the execution of team's sold creative concepts and programs, ensuring the highest quality creative output delivered within deadline and on budget
- Managed process and budgeting for materials including evaluation and granting; understanding of logistics, fabrication, installation/tear down in multiple environments

### Bleacher Report, New York, NY — *Creative Lead, Marketing & Commerce*

APRIL 2016 - DECEMBER 2018

- Led brand marketing strategy, creative, execution, and cross-functional programs to increase awareness and extend partnerships with new business. Created franchises like B/R Kicks & a merch shop to help grow the brand by 50% and hit \$200m in revenue.
- Developed and executed the brand marketing concept behind the company's largest event, [B/RxLA](#), which grossed over \$4M and 120M total impressions while leading a team of creatives, programmers, writers and social.

## Cool Activities [Other Projects]

### Classic Creations Boutiques — *Co-Owner*

SEPT 2008 - PRESENT

- Seasonal boutique. Portion of proceeds go to Rutherford Community Pantry
- Trend forecasting and coordinate planning, buying and production for supplies to make things. Attend Market Weeks in NY & ATL. Built strong relationships with domestic and international vendors
- Integrated marketing and design strategies to increase foot traffic

### DJ Khaled — *Chief Technology Officer*

SEPT 2014 - PRESENT

- Designed, built and monitored eCommerce store which generated \$1M in sales in 3 months
- Monitor data to improve landing pages, social media presence, email marketing and coordinate new product launches with external partners.

## EDUCATION

### Parsons The New School of Design,

New York, NY  
MFA: *Design & Technology*  
JUNE 2010 - MAY 2012

### Saint Peter's University,

Jersey City, NJ  
BS: *Computer Science / eCommerce*  
AUG 2006 - MAY 2010

## SKILLS

Adobe Creative Suite  
Presentation Software  
[Keynote | Powerpoint | Google Slides]

Ecommerce Platforms  
[Shopify | Magento | Squarespace]

Social Storytelling  
Analytics | KPIs | CRM | Looker

Facebook AD Manager  
Email Marketing & Automations  
[Klaviyo & Mailchimp]

HTML | CSS | JS  
AR Spark Filters  
Music Sync Licensing  
Merch production and design

Event Production  
Coordinating and art directing photo shoots, podcasts and short form video