K8 STRASSMAN

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CREATIVE STRATEGY • BRAND BUILDING • GROWTH
Creative and marketing leader building brands, growing audiences, and launching products across culture, technology, entertainment, and commerce. Combines consumer intelligence, creative direction, and hands-on execution to drive growth, with results including $4M+ in revenue, 120M+ impressions, 50% growth in product adoption, and 35% audience growth.

EXPERIENCE

Founding Team, AI Strategy & Marketing | Agentik Momentum | 2026–Present
- Build brand and growth strategies using AI-native research and consumer intelligence
- Develop executive presentations and client recommendations for Hollins University, Rent the Runway, and others
- Shape company positioning and business development, contributing to $100K in new business
- Ghostwrite executive thought leadership on AI, business, and culture

Associate Creative Director, Experiential | Think True | 2024–2026
- Led brand experiences for Visa, JPMorgan Chase, NBA, Apple, Jordan Brand, and L'Oréal, with budgets up to $1M
- Developed integrated campaigns informed by culture and consumer behavior
- Directed creative teams, production partners, and client stakeholders from concept to launch
- Delivered JPMorgan Chase experiences achieving 21× benchmark engagement

Lifecycle Marketing Consultant | BeatStars | 2025
- Led lifecycle marketing and creator engagement for a platform serving 10M users
- Increased product adoption 50% through segmentation and cross-channel campaigns
- Built creator partnerships and community programs across social, YouTube, and Discord
- Launched Draft Class and creator campaigns generating 4,500 contest entries
- Developed AI partnership communications for Sureel and Lex Luger/Lemonaide

Strategy Consultant | Duplex Deli | 2023–2024
- Developed brand strategies for adidas, Olympic Channel, Fortune x De Beers, and MUNICIPAL
- Created cultural campaigns, sports storytelling concepts, and new business pitches
- Increased social engagement 30% through audience-led content strategy

Director, Content Strategy | UnitedMasters | 2021–2023
- Led content strategy for 1.5M+ creators, growing audiences 35% YoY
- Built Earn Your Masters, SelectCon, and Mining Diamonds into original content franchises
- Developed partnerships with Ally, Pepsi, Amazon, TikTok, NBA, and Vistaprint
- Managed creative teams, production partners, and budgets up to $4M

Creative Strategy & Brand Partnerships | Live Nation • CSM LeadDog • RP55 Group | 2018–2021
- Developed integrated campaigns, sponsorships, and brand experiences across sports and entertainment
- Turned cultural insights into creative pitches, partnerships, and live activations
- Increased audience engagement 40% through content and partnership strategies

Creative Lead, Marketing & Commerce | Bleacher Report | 2016–2018
- Launched B/R Shop, generating $4M+ in commerce revenue and 120M+ impressions
- Developed integrated campaigns connecting sports, culture, and commerce

ADVISORY & SPECIAL PROJECTS

Lovable | SheBuilds Season 04
Not About Golf | Led paid social strategy, audience targeting, creative testing, and campaign optimization, driving 2,000+ DTC orders while reducing cost per result 44% against benchmark
Joon Lee | Grew YouTube audience from 4K to 50K subscribers through organic content programming, audience development, and channel strategy
DJ Khaled | Supported e-commerce, merchandising, content, and audience strategy across apparel and merchandise launches

SKILLS

Creative Strategy • Brand Strategy • Integrated Marketing • Growth Strategy • Consumer Insights • AI-Native Research • Creative Direction • Audience Growth • Product Marketing • Lifecycle Marketing • Experiential Marketing • Executive Communications • Adobe Creative Cloud • Figma • Profound

EDUCATION

MFA, Design & Technology — Parsons School of Design
BS, Computer Science & eCommerce — Saint Peter's University

CERTIFICATION

Profound | Agent Engineering Certification