



## Kevin J. Ross

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Hey I'm Kevin Ross, a Connecticut-born digital strategist with three first names and 8+ years' experience developing meaningful products and experiences.



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## — Intro

My background with digital strategy stems from a storied history in all things digital. I've occupied roles at every level, starting as a self-taught designer and developer to [generating over \\$1 million in combined ad revenue](#) as Head of Digital Strategy for two major college-based publications.

For the last few years, I've primarily acted as a strategic partner for brands and organizations that wish to harness the power and scale of the web to achieve business objectives. By aligning digital strategy with execution, I am able to act as a critical growth engine for clients.

## — Philosophy

Innovation is a buzzword that should be taken seriously, but it doesn't have to be synonymous with grandiose theories about cutting edge technology. Innovation is about recognizing efficiencies within business practices themselves, and constantly questioning whether "business as usual" could become "business as agile".

I innovate by creating heuristics that cut down on overhead and slim my clients down to lean, well-oiled machines.



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## — Experience

MARCH '16 – PRESENT

### **Creative Director** at Apex Artistry

At Apex, we create connected brand experiences that help people achieve their ambitions. Our mission is to use digital to make the analog world better.

As Creative Director, I research clients in relation to their market, looking for any unique characteristics that can be utilized as productive differentiation. Pinning down the appropriate variables for navigating a client to success in their respective industry is of the utmost importance. It necessitates knowledge that spans across all areas of business, because the best variables can be hidden in plain sight, even to an executive—especially to an executive.

After analyzing market fit, I begin to dissect where our clients are and plot a course for where they want to be using an inclusive and collaborative process integrating strategy, user experience, design, and engineering from project ideation through completion.

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MARCH '13 – JANUARY '14

### **Head of Business Development & Digital Strategy** at University Primetime

As head of Business Development and Digital Strategy, my primary function was to develop and implement a dynamic digital strategy across all mediums. On a day-to-day basis, I oversaw business operations from content marketing to content distribution, as well as advertising and strategic partnerships.

Further, as head of Technology, I was tasked with managing and developing the platform's UI/UX through constant A/B + multivariate testing. Beyond laying the framework for the digital infrastructure, I was also the sole architect of the company's monetization strategy— an advertisement-driven framework which would generate over \$750,000 in the first 36 months.

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SEPTEMBER '12 – FEBRUARY '13

### **Head of Technology** at Yilb.com

As Head of Technology, my primary duty was managing and developing the publication's digital infrastructure. More notably, this position enabled me to begin developing, implementing, and testing monetization strategies. Within three months under my strategic leadership, the company saw a 300% increase in revenue.



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## — Experience (cont'd)

JANUARY '14 – DECEMBER '16

### **Head of Digital Strategy** at EZIA Athletics

As Head of Digital I was the sole architect of the EZIA digital infrastructure, everything from web development to the establishment of proper tracking analytics, I oversaw the entire process. My primary duty was to establish a functional framework, and use my expertise across digital to connect the dots between the needs, wants, and desires of our target demographics.

JANUARY '15 – MAY '16

### **Strategic Marketing Intern** at Warner Music Group

My position at Atlantic led to a dual responsibility between the strategic planning of marketing strategies, as well as the physical production of necessary materials.

This dynamic led me to become a liaison between the conceptualization process, where I helped strategize with a local team, and the design process of the marketing media, tools, and products necessary to launch the campaign.

JANUARY '14 – NOVEMBER '14

### **Marketing & Branding Intern** at Sony Music Group

During my time at Epic Records I worked within the Marketing department where I helped design and develop assistive marketing media and tools for various artists including Fifth Harmony, Tamar Braxton, TeeFlii, and Meghan Trainor.

JUNE '12 – JUNE '16

### **Freelance Designer/Developer & Strategist** at Upwork

Over the last decade I have worked relentlessly to develop my digital skillset, turning to freelance work as a way to diversify my experience and gain new perspective on the always-changing digital world. This for me, as an entirely self-taught designer and developer, meant I was constantly forced to push my own boundaries, as well as my capacity to be resourceful while working on projects I had little or no experience with.

I continued to accumulate knowledge and perspective from a diverse spectrum of projects, I began to see every new insight as another 'piece' to the 'puzzle' that is the digital landscape.



## — Accolades

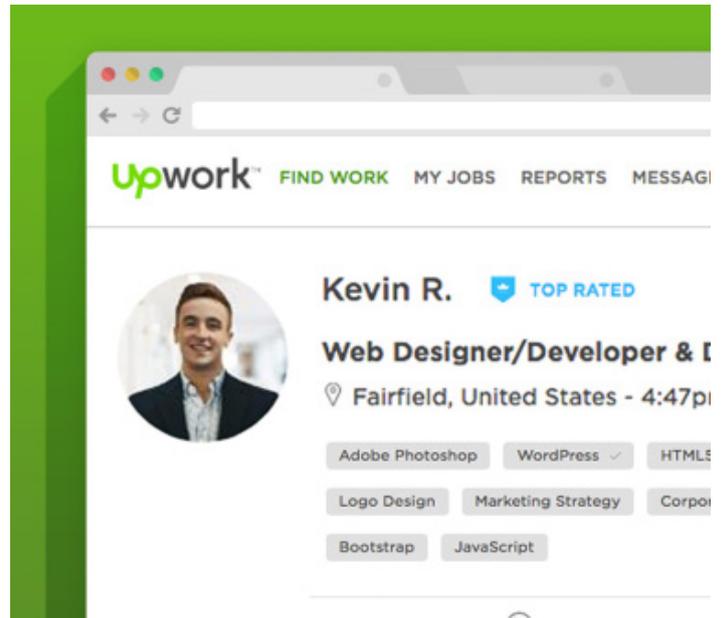
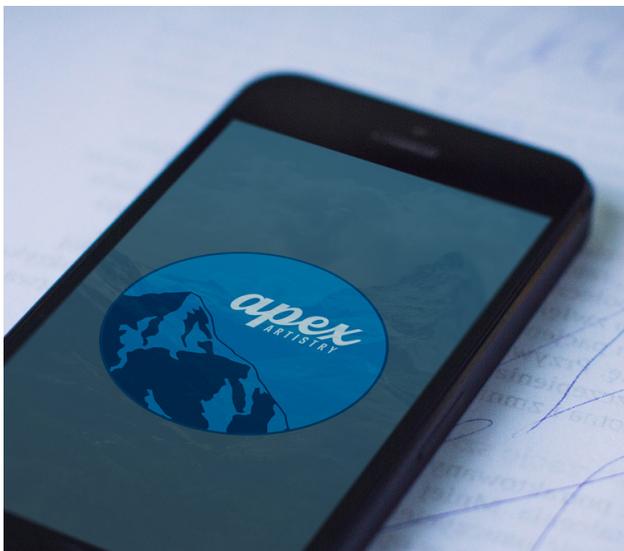


### UNIVERSITY PRIMETIME

- 5 million unique views and nearly \$100k in advertising revenue in **first 6 months**
- \$750,000+ total revenue in 36 months **generated by the monetization strategy I developed & implemented**

### FREELANCE / UPWORK

- **Top rated** freelance (5<sup>th</sup> percentile)
- **95% Job Success** Rating (2<sup>nd</sup> percentile)
- Wordpress Test: **4.25/5** (5<sup>th</sup> percentile)



### APEX ARTISTRY

- 30+ clients in 12 mo. (**200% growth MOM**)
- Clientele included music artists, private universities, and the largest grow house in North America.



## CONTACT ME

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