



K-SQUARED STRATEGIES L.L.C.

BEST-IN-CLASS MARKETING STRATEGIES FOR HIGH-GROWTH TECH AND MEDIA COMPANIES

SERVICES INCLUDE

- Brand Positioning | Core Messaging Development
- Go-to-Market Strategies | Marketing Plans
- Media Planning and Buying
- Sales Collateral Development (Core Pitches, Onesheets, Case Studies)
- Website Copy and Structure
- Content Marketing (Columns for Placement, Whitepapers, eBooks)
- Executive Presentations
- Industry Strategies (Sponsorships, Trade Campaigns, Events)
- Social Media Strategies
- PR Support (Press Releases, Funding Announcements, Column Placement)
- Sales & Marketing Training | Workshops
- Executive Speaker Training (Presentation Skills, Interview & Panel Prep)

SELECT CLIENT ENGAGEMENTS



Developed #1 rated executive presentation at company's Global Leadership Conference



Led Cannes strategy & execution
Launched Spotify Video Ads, driving 8-figure incremental revenue



Hired at corporate level to develop new positioning for existing business unit; work secured 15+ new engagements



First marketer engaged by Google Ventures-backed startup; created foundational marketing materials; built and trained in-house team



Developed company's first category marketing materials, driving 7-figure incremental revenue



Managed PR for Series A announcement; secured placements in Fortune, AdAge, TechCrunch

Set company's B2B marketing strategy; guided internal team to execute



Kristin Kovner, the Founding Principal of K-Squared Strategies, is a seasoned digital media and marketing professional:

- VP of Marketing (B2B & B2C) at AOL during turnaround
- Head of Industry Marketing at YouTube
- Product Marketing Manager at Google
- Winner, Digiday Best B2B Brand Campaign
- Published author (Mashable, ClickZ, Newsweek)
- Frequent Industry Speaker (Forbes Summit, SES)
- Intel / Westinghouse Science Talent Search Finalist
- Yale graduate, *magna cum laude*, Phi Beta Kappa

"Kristin is uncommonly capable of delivering on marketing strategy, plans, and projects. She always improves where I have taken a project, gives direct feedback, and takes real pride in the outcomes and IMPACT of her work. And... she's such a pleasure to work with, I've been working with her for nearly a decade!"

Suzie Reider, MANAGING DIRECTOR | Google

"Kristin is a great marketing leader—she just gets it. Kristin works as well with sales and marketing teams as she does with our engineers and data scientists, transforming their ideas into concrete strategies and initiatives that build the brand and drive revenue."

Elizabeth Hellman, CMO | Dstillery

Interested in learning how K-Squared Strategies can help your business grow?
Email info@ksquaredstrategies.com or call (646) 847-9167.

K-SQUARED STRATEGIES L.L.C.

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