

# Josh Levitan

Los Angeles

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## PROFESSIONAL PROFILE

A goal-driven and dynamic technology executive with an entrepreneurial flair and substantial success in directing web, app and game development in Agile/Scrum environments. Leverages innovative thinking in solving complex problems, and applies decisive leadership and a sound understanding of trends in translating strategy into the delivery of KPIs and goals. Leads cross-functional teams to success, cultivates trusted partnerships with diverse stakeholders, and is passionate about product development and the implementation of industry best practices.

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## CORE COMPETENCIES

- Strategic Leadership
- Competitive Analysis
- Web & App Development
- User & Multivariate Testing
- Business Operations
- Game Design
- Agile/Scrum
- Desktop & Mobile User Acquisition
- Product Development
- Project Management
- Monetization
- Business Case Modeling

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## CAREER SUMMARY

### CONSULTANT, Levitan Consulting, Los Angeles, CA (2015 - 2017)

#### Key Achievements

- Consulting for startups, small businesses and large enterprises
- Work on mobile games and apps, SaaS, lead generation, etc.
- Help with monetization, game balance, SEO, marketing plans and tactical execution, business review and process improvement, wireframes and mockups, product roadmaps

### VP PRODUCT & MARKETING, AirTV, Los Angeles, CA (2014 - 2017)

#### Key Achievements

- Transformed a set of APIs and single page proof of concept into a full-fledged self-serve Web platform for video distribution and syndication supporting both content owners and publishers
- Oversaw daily company operations, including HR, launched Agile/Scrum, and led sprints and associated meetings
- Directed the product roadmap, created user stories, mockups and wireframes, and conducted competitive and user research
- Created a Big Data analytics system backed by BigQuery reporting on tens of millions of video events per day, implemented email reporting for publishers and content owners, and expanded the system to also cover Cost of Goods Sold tracking by customers
- Utilized the analytics system in investigating a suspicious customer and proved arbitrage/ad fraud, which resulted in immediate termination of the customer and recovery of \$40,000 in unpaid platform fees
- Created a Machine Learning system to support post-roll video recommendations, and developed a self-serve advertising buying platform for the purchase of paid placements in the post-roll ad unit

### CEO, Acquisition Sciences (Acquired by Arb Ventures), Boston, MA (2013 - 2014)

#### Key Achievements

- Assumed operations at a lead-generation company in the coupon and free sample vertical, which had four months' cash on-hand; monetized the existing site (Couponhound.com) with co-registration offers, search feed, affiliate deals, email program, and a call center
- Ran A/B and multivariate tests, increasing registration rate 4x and reducing Cost Per Click on SEM 80%
- Pivoted the company using underlying technology platform when market for call center deals changed (TCPA/moving from outsourced to inbound model/IVR)
- Developed two new business lines/products: bespoke lead generation for custom homebuilders with scored leads, and B2C lead generation for health insurance companies for Affordable Care Act and Medicare
- Boosted the conversion rate on a home site (Homefindify) to over 10% (vs. 1-2% industry average) on AdWords via A/B and multivariate testing and invalidated Facebook as a UA channel due to high cost
- Raised a seed round extension of \$300,000

### VP PRODUCT & MARKETING, LuckyLabs (Acquired by InfoScout), Boston, MA (2012 - 2013)

#### Key Achievements

- Oversaw daily company operations, managed a team of 17 in game production and had direct reports of Art Department (two artists, UX Designer), Marketing Manager, Game Designer, and Analyst
- Directed development in Flash, Adobe Air, and native iOS and Android, including the core company game engine and integrated third-party SDKs for monetization, social networking, and analytics
- Revamped aging Bingo product on iOS and Android, enhanced monetization by 25%, doubled 1d retention, and trebled 7d retention

- Introduced Agile/Scrum, ran user acquisition across multiple networks totaling millions of dollars, and cut spend on unprofitable channels
- Conducted business modeling and analysis and recommended a company pivot from game development to infotainment, based on rising/unsustainable UA costs
- Conceptualized, designed, and launched the gamified shopping app Scantopia
- Released v2 Lucky Bingo, Lucky SuperSlots, Angry Ball, and Scantopia; oversaw multiple launches and releases across iOS, Android, Web, and Facebook

**PRESIDENT/CO-FOUNDER, Gamzee, Los Angeles, CA (2011 - 2012)**

**Key Achievements**

- Co-Founded an HTML5 cross-platform game company with game industry legend Howard Marks and directed a team of 12 in the production of all games, game engines, and social game publishing platform in an Agile/Scrum environment
- Designed all games and features and created the product roadmap
- Released Skyscraper City and DownWords; beta-tested Fortunate Wheel (mobile Wheel of Fortune competitive game)
- Negotiated publishing and traffic deals with various outlets and networks such as AT&T App market, Mozilla App Store and featured placement for Facebook Apps & Games (Web) and Android Apps & Games (Facebook Mobile)
- Key launch title for Facebook Mobile with Skyscraper City (over 500,000 MAU in first month with no UA budget)

**REPRESENTATIVE CONSULTING EXPERIENCE**

- Ancient Aliens: A&E Games; Game balance and monetization consulting; Facebook, iOS and Android game
- Porta-Pilots: A&E Games; Monetization Consulting; iOS and Android game
- Cityvoter: Wireframes, mockups, and flows for iOS/Android version of desktop app
- Nexon America: Architected and oversaw build of social game publishing platform; game consulting for multiple existing social games and transitioning client download games to Facebook/social

**OTHER EXPERIENCE**

Walt Disney Internet Media Group/Playdom/Acclaim Games, Los Angeles, CA (2010 - 2011)

**Senior Producer/Lead Game Designer (formerly Game Manager)**

Self-Employed, Los Angeles, CA (2009 - 2010)

**Marketing Consultant**

World Poker Tour, Los Angeles, CA (2008 - 2009)

**Project Manager/Director of Content Strategy and Promotion**

Goldmann Pictures/Clarion, Los Angeles, CA (2002 - 2008)

**Creative Executive (Film/TV)**

America Online/AOL Local, Santa Monica, CA (2000 - 2001)

**City Editor (Contract)**

**EDUCATION**

Bachelor of Fine Arts, Film/TV, Tisch School of the Arts, New York University

**SKILLS**

**Coding/Tech:** HTML/CSS, Javascript, Python, SQL, Balsamiq Mockups, Visio, Pivotal Tracker, Jira, Google Analytics, AdWords, Google Analytics

**Other:** Word, Excel, PowerPoint, SEO, SEM, Project Management, Product Management, Email Marketing, Multichannel User Acquisition, Agile/Scrum, Marketing, Product Strategy, Business Case Modeling, Mockups, Wireframing

**VOLUNTEER WORK**

City of Los Angeles Office of the Mayor

**Certified Responder, Crisis Response Team**

**HOBBIES/INTERESTS**

Beer/homebrewing, cooking, hiking, board and card games (playing and design), entrepreneurship and startups