

Scott Steinhardt

Communications | Content | Branding
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WORK EXPERIENCE

Reality Defender (Series A, Y Combinator cybersecurity startup detecting deepfakes)

New York, NY

Head of Content and Communications

June 2022 - Present

- Developed and led award-winning press, brand, and executive communication strategies, resulting in over 150 tier-one media placements including The New York Times, Washington Post, WSJ, Wired, Bloomberg, CNN, and Fox News.
- Generated \$64 million in Advertising Value Equivalency (AVE) according to an independent audit, showcasing significant brand visibility and market impact.
- Crafted comprehensive executive thought leadership and crisis communication strategies to strengthen brand reputation and market position, named LinkedIn Top Voice.

Abbey Road REDD Incubator (Startup Incubator from Major Recording Studio)

London, UK

Advisor

December 2024 - Present

- Mentored startups in Abbey Road's REDD program, providing strategic consultation on communications and investment strategies.
- Collaborated with program directors to identify and evaluate high-potential startups for investment and strategic growth initiatives.

Percent (Private Credit Investment Marketplace)

New York, NY

Head of Content

December 2020 - December 2022

- Led multi-channel content strategies driving over \$650 million in investment.
- Developed targeted B2C/B2B campaigns, tripling the repeat customer base.
- Managed comprehensive rebranding efforts, successfully repositioning the company (formerly Cadence).

Republic/AngelList (Venture Capital Investing/Crowdsourced Angel Investing)

New York, NY

Head of Content

July 2019 - July 2020

- Directed marketing and content teams, generating over \$160 million in investments.
- Executed influencer-driven content strategies, partnering with prominent podcasters, streamers, and freelance creators to enhance organic reach and brand presence.
- Developed extensive brand strategies endorsed by prominent investors like Tim Draper and Kevin Harrington (Shark Tank).

Stocktwits (Largest finance-focused social media network)

New York, NY

Head of Content

June 2016 - July 2019

- Managed editorial and video content strategy across a leading financial social network.
- Oversaw content creation for social media, email marketing, advertisements, and UI/UX synchronization.
- Established strategic media partnerships and organized industry-leading events and podcast collaborations.

ViralNova/Boredom Therapy (Major content Platforms during the heyday of clickbait)

New York, NY

Senior Editor

August 2014 - June 2016

- Generated \$57 million in revenue through strategic content initiatives.
- Led editorial operations, supervising a team of 24 writers covering multiple content verticals.

SKILLS & TECHNOLOGIES

Communications and Strategy: Press/Media Relations, Executive Communications, Product Communications, Crisis Communications, Brand Development, Generative AI Implementation, Project Management

Content: Content Direction, Content Strategy, Executive Thought Leadership, Editorial Direction, Copywriting (Content, Brand, Ad), Email Marketing, Marketing Automation, SEO/SEM, CMS Deployment (Webflow, WordPress, and Custom), Social Media Management

Production: Social Media Management, Project Management, Audio/Podcast Production, Video Production Technical Skills: Adobe CC

EDUCATION

University of Central Florida (UCF), B.A. English

Palm Beach State College, A.A. Film Studies

References available upon request.