

## Contact

[www.linkedin.com/in/tiffmkell](https://www.linkedin.com/in/tiffmkell)  
(LinkedIn)  
[tiffanykelly.co](https://tiffanykelly.co) (Personal)

## Top Skills

Sports  
Analytics  
Statistics

## Certifications

Basketball Analytics  
Improving Deep Neural Networks:  
Hyperparameter tuning,  
Regularization, and Optimization  
Neural Networks and Deep Learning  
Convolutional Neural Networks  
Sequence Models

## Honors-Awards

James Farquhar Award  
Additional NSU Honors and Awards  
Top 3 Finalists - Open Division:  
Hustle Difficulty Complex

# Tiffany Kelly

Founder + CEO at Curastory ▶ #Forbes30u30 | ex-ESPN |  
Reinventing the Creator Economy  
New York City Metropolitan Area

## Summary

Building the future of the creator economy + brand video advertising with Creator Ad Reads™. Connect at [tiffany@curastory.co](mailto:tiffany@curastory.co) if interested.

## Experience

### Curastory

Founder & CEO  
May 2019 - Present (3 years 9 months)  
Greater New York City Area

Launched Feb 2021 — Curastory allows creators to shoot and edit high-quality video, monetize shows, and distribute to all of their video channels, 100% free.

### Techstars

Sports Accelerator Powered by Indy (Curastory)  
June 2021 - September 2021 (4 months)  
Indianapolis, Indiana, United States

Techstars is the worldwide network that helps entrepreneurs succeed. Techstars founders and their teams connect with other entrepreneurs, experts, mentors, alumni, investors, community leaders, and corporate partners who will help their companies grow. Techstars operates three divisions: Techstars Startup Programs, Techstars Mentorship-Driven Accelerator Programs and Techstars Corporate Innovation Partnerships. Techstars Mentorship-Driven Accelerator Programs help founders do more faster and Techstars Startup Programs inspire, educate and connect entrepreneurs. Techstars Corporate Innovation Partnerships helps brands supercharge growth by accelerating innovation and cultural transformation. Techstars accelerator portfolio includes more than 1,500 companies with a market cap of \$13.9 Billion.

### General Assembly

Data Instructor  
October 2019 - May 2021 (1 year 8 months)  
Greater New York City Area

All things data [science | analytics | engineering].

If you're a hacker by heart, come learn with me!

### Break the Love

Co-Founder & Chief Algorithms Officer

October 2018 - April 2019 (7 months)

Greater New York City Area

### ESPN

Sports Analytics Associate

June 2017 - January 2019 (1 year 8 months)

Bristol, Connecticut

### Louisiana State University

Statistics, Mathematics, & Economics Athletics Tutor

June 2016 - May 2017 (1 year)

Baton Rouge, Louisiana Area

### Miami HEAT

Executive Staff Analytics Consultant

2014 - 2015 (1 year)

### Louisiana State University

Athletics Department Intern

May 2013 - August 2013 (4 months)

Baton Rouge, Louisiana Area

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## Education

### Nova Southeastern University

Bachelor of Science (B.S.), Sport & Recreation Management / Sports

Analytics · (2012 - 2016)