

David Kerns

Santa Monica, CA | 510.220.1987 | davidkerns@gmail.com | linkedin.com/in/dakerns

Full-stack operator combining technical depth, product sense, and creative problem-solving. Built data infrastructure as CDO at CrewLAB (\$3M raised), scaled operations at Breasy (20K+ work orders, 10 markets), and led large-scale art installations.

CORE COMPETENCIES

Operations & Strategy: P&L Management • Hiring & Performance Management • Process Design • Cross-Functional Leadership
Product & Growth: Go-to-Market Strategy • UI/UX Design • Landing Pages • Onboarding Flows • Growth Campaigns
Marketing & Analytics: Campaign Strategy • Copywriting • Paid Media (Google/Meta) • Analytics & Attribution • Content Creation
Technical: Full-Stack Development • Data Architecture • AWS • GCP • Python • SQL • AI/ML Models • ETL Pipelines • n8n

PROFESSIONAL EXPERIENCE

Breasy Inc | Santa Monica, CA

Co-Founder & Chief Operating Officer | April 2024 – Present

- Built full-stack platform infrastructure (AWS/Bubble.io) and designed UI/UX for web/mobile applications serving 1,000+ service providers across 10 markets
- Led go-to-market strategy including positioning, pricing (service bundles), landing page design, and onboarding flows connecting marketing to product activation; drove first inbound leads and customer activations
- Created growth campaigns across Google Ads, Meta, LinkedIn, and YouTube; built analytics infrastructure (Google Analytics, UTM tracking, Metricool) to measure ROI and optimize spend
- Developed AI pricing models, quote assessment tools, and revenue forecasting; doubled revenue \$1M→\$2M ARR, increased close rate 50%→70%

CrewLAB | Los Angeles, CA

Co-Founder, COO & Board Member | September 2022 – April 2024; Current Board Member

- Led go-to-market strategy and growth marketing; 10x'd subscriber growth through content marketing, paid campaigns, and positioning refinement
- Designed UI/UX for coach and athlete-facing web applications; created onboarding journey, leading to first organic zero-touch users onboarded; implemented activation flow, increasing user retention 5x

Co-Founder & Chief Data Officer | September 2021 – September 2022

- Designed full-stack data architecture on GCP; established data governance (ETL, COPPA compliance); built BI dashboards (Looker Studio, Retool) tracking LTV/CAC, activation, retention
- Developed ML models identifying key activation drivers; led financial operations, supported fundraising (pre-seed, seed rounds)

Data Scientist | December 2020 – October 2021

- Constructed data pipelines (Python, SQL, GCP); developed predictive data product that got first customer interest

Deloitte | Los Angeles, CA

Audit Senior & Associate | September 2017 – August 2020

- Executed financial and internal controls audits of Fortune 500 clients; highest rating in regional group of 400 professionals

ART & CREATIVE

Gratitude Grove | Installation Artist & Project Lead, 2024-2025

Designed and built 20'x20' interactive geometric tree installation for festivals (Lucidity, Burning Man, Desert Hearts, Listen). Led logistics, materials procurement, build teams, and multi-event assembly/transport operations.

BYTE Project | Art Director (2024), Contributor (2023)

Managed art operations for 80-person Burning Man camp with 5 large-scale installations including 15' platforms, 30,000-watt mobile sound stage, and pyramid lounge. Coordinated budgets, timelines, build crews, and site placement.

Enharmonic | Music Producer & Artist, 2020-Present

Released EP "The Angels" (January 2026). Genre-fusion electronic production. 2x Grammy Award winner with Pacific Boychoir Academy.

EDUCATION

University of California, Los Angeles | MA, Quantitative Economics | 2020 - 2022

University of California, Los Angeles | BA, Economics | 2013 - 2017

Certificate in Data Science (2019) • Athlete, UCLA Rowing Team (2013 - 2017), Captain (2016-17) • Pac 12 All Conference (2017)