

Avery Isaacs

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Translates ideas, concepts, and experiences into definitions, systems, and products with the discipline to maintain their core essence. Founder and Director of two ventures with experience working across a range of industries, focused on identifying brand and business identity to establish and maintain a clear vision through execution.

FOUNDER EXPERIENCE

Texture, Los Angeles, CA — *Founder/Creative Director*

Feb 2026 - PRESENT

Conceptualized, designed, authored, and shipped a complete, live personalized birth-chart product solo in 4 months with no prior development experience.

Defined and operationalized the brand's cultural and editorial voice with precision; created a multi-step AI prompt system to generate thousands of words of content in brand voice per customer.

Expanding core synthesis functionality to include ongoing transiting planet analysis personalized to each user's birth chart.

Boston Swing Labs, Boston, MA — *Co-Founder/Creative Director/Lead Instructor*

Sep 2023 - Aug 2025

Co-founded and ran a weekly immersive West Coast Swing event end-to-end; sustained consistent weekly attendance; managed venues, finances, logistics, insurance, and staffing.

Designed the community and class experience weekly, prioritizing technical craft and community growth; curated 15+ guest instructors to teach individual strengths, maintaining a focus on encouraging connection and curiosity throughout the community.

WORK EXPERIENCE

Digital Fuel Capital, Boston, MA — *CRO Specialist promoted to CRO Manager*

Mar 2021 - Jan 2024

Owned end-to-end site optimization and experimentation strategy across 5+ e-commerce brands simultaneously; read and adapted to each brand's identity, audience and capacity to design and prioritize clean, statistically valid tests and translate results into actionable steps for product teams.

Trained client teams on CRO core competencies, transferring the capability in-house so each product team could run the program and optimize their sites independently, improving the value of the brand for eventual sale.

Hired into a role created for me; promoted within a year after independently owning strategic direction through a leadership transition on a growing team.

Neteracker, Waltham, MA — *Solutions Engineer*

Jun 2019 - Sep 2020

Synthesized complex, custom enterprise software into executive-facing demos for Tier 1 telecom clients; translated technical capabilities into a cohesive narrative tailored to each client's priorities.

Crafted a front-end solution pitch for a major international conference, collaborating with creative teams on precisely timed video-backed messages; approved one full month ahead of schedule.

Proactively collaborated to redesign the 60-day new-hire onboarding program, restructuring how new SEs were trained to navigate a complex product suite and understand the intent of the role.

Smartleaf, Cambridge, MA — *Technical Writing and Product Management Co-Op*

Jan 2018 - Apr 2019

Independently scoped and executed the company's first customer-behavior analysis initiative; handed an open-ended request with no analytics tooling and taught myself Excel to build the exploration from a blank slate and surface insights.

Translated instructions on software into accessible documentation for a non-technical audience with focus on clarity and simplicity.

SELF-EMPLOYMENT EXPERIENCE

Dance Teacher, Boston, MA/Los Angeles, CA — *Dance Teacher*

Jun 2019 - Present

Teach West Coast Swing across varying settings including group classes, socials, private lessons, weekend workshops, and video reviews, adapting message, energy, and content to each audience; built multiple university club lesson structures and taught at each (Northeastern, BU, MIT).

SKILLS AND EDUCATION

Strategic: Market read and opportunity identification | Vision setting | Decision making under ambiguity | Adapting strategy to constraints of reality

Operations and Building: Founding and running ventures end-to-end | Finance and budgeting | Vendor and logistics management | Hiring and team building | Systems and process design | Capability transfer

Creative: Brand strategy and identity development | Content and editorial voice | Experiential design | Creative direction | Figma

AI and Technical: AI content system design (voice operationalization, on-brand content generation at scale) | AI-assisted product development (Claude Code, Cursor, LLM tools) | Data Analysis & experimentation (A/B Testing), Generative AI | Google Analytics

Northeastern University, Boston, MA — *B.S. Linguistics, Psychology minor*

Sep 2015 - May 2019