

# Kurt Loy

Creative Technologist & AI Innovator

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## WORK EXPERIENCE

July 2025 — Present

### Head of AI Content (Fractional)

SYS.Studio

- Lead AI-driven content strategy, building automated pipelines and branded frameworks for early-stage and enterprise clients.
- Collaborate with creative and technical teams to deploy social and ecommerce content powered by LLMs, generative visuals, and automation tools.
- Advise on AI tooling, architecture, and creative experimentation frameworks.
- Lead creative automation for AI-powered campaigns: UGC ads, avatar drops, and shaping SYS.Studio's own AI-native brand narrative.

GenAI · LLM Pipelines · Content Strategy · Brand Frameworks

November 2021 — June 2025

### Project Manager, Digital Innovations

INVNT Singapore · Web3, AI, XR

- Drove strategic business initiatives — creating project scopes, budget forecasts, and key assumptions across global accounts.
- Led project timelines coordinating strategy, innovation, creative, and production teams to consistently deliver on time and on budget.
- Enhanced agency operations by optimising internal processes, implementing best practices across workflow consistency and asset management.
- Key clients: Lamborghini (NFT, \$1.6M auction), Emirates × AWS (MIRA XR), ABB (AI Avatar), Aespa/SM Entertainment, Xero, COP28, Levi's, ISS × Mad Dog Jones.

AI · Web3 · XR · Global Accounts · Agile PM

November 2020 — October 2021

### Head of Digital Strategy

First Wave Agency

- Created digital campaigns across planning, strategy, business, market, and consumer insight for in-house digital products.
- Covered email marketing, social media, performance marketing, games, search, video, crypto/NFTs, and user experience.
- Launched Monopoly Explore! SG (Jan–Apr 2021) — a nationally syndicated interactive campaign.
- Achieved 5% growth in client base through strategic partnerships and new business development.

Digital Strategy · Performance Marketing · Partnerships

April 2016 — April 2020

### Co-Founder & Managing Director

Vinyl of the Day Pte Ltd

- Built Southeast Asia's leading social commerce platform connecting vinyl and music collectors — featuring digital content, marketplace, and mobile app.
- Improved profit margin 17% by launching Singapore Community Radio and White Label Records (record store + bar concept).
- Grew the brand globally through partnerships, new business development, activations, and community networking.
- Supervised daily operations and trained a team of 6 in marketing, branding, and business strategy.

Entrepreneurship · E-Commerce · Community Building · P&L Management

## CORE SKILLS

### AI & GENAI TOOLS

OpenAI · Claude · Midjourney · ComfyUI · Gemini · Openart.AI · Seedance · Kling · Higgsfield

### AUTOMATION

N8n · Make · MCP · Claude Code · Codex

### WEB3 & IMMERSIVE

NFT · XR/AR/VR · Metaverse

### PROJECT MANAGEMENT

Jira · Monday · Asana · Miro

### MARKETING

Brand Strategy · GTM · UGC · Paid Social

## CERTIFICATIONS

### Google AI Essentials

Google

### Google UX Design Professional Certificate

Google

### MCP: Hands-On with Agentic AI

LinkedIn Learning

### Agile Project Management Professional

Atlassian

### Adobe Premiere Pro 2025 Professional

Adobe

### Data Science Bootcamp

Vertical Institute

### Career Essentials in Generative AI

Microsoft × LinkedIn

### AWS Partner Sales Accreditation

Amazon Web Services

### Social Media Marketing Professional

Hootsuite

July 2014 — February 2016

## Head of Marketing, APAC

Rdio · acquired by Pandora

- First marketing hire for APAC — built and led a team from the ground up to support artist/label content and marketing across 85 countries.
- Conceived and launched user growth marketing (mobile, paid, organic social, display/retargeting, SEM, affiliate, offline lead gen).
- Established Rdio's influencer program and built relationships with labels, management companies, media, artists, and brands across APAC.

Growth Marketing · APAC · Music Industry · Influencer

August 2013 — June 2014

## Head of Digital & Social Media

Done! Group

- Managed client service across FMCG and B2B brand portfolio in APAC.
- Consulted clients on digital and social media strategy, competitive analysis, and integrated campaign delivery.

Social Media Strategy · FMCG · B2B

November 2009 — July 2013

## Social Media Strategist

Yolk Digital · Grey Digital Singapore

- Strategic planning and creative concept development and production (apps, videos, content) for clients' digital and social media initiatives across APAC.

Creative Strategy · Social Media · APAC

## EDUCATION

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2006 — 2009

### Bachelor of Marketing

Singapore Institute of Management (RMIT University)

1997 — 2000

### Diploma in Computer Engineering

Temasek Polytechnic