

Kurtis Rintala

Entrepreneur · Producer · Writer · AI & Growth Specialist

619-818-1125 · kurtisrintala@gmail.com · [linkedin.com/in/kurtis-rintala](https://www.linkedin.com/in/kurtis-rintala) · kurtrintala.com

CAREER HIGHLIGHTS

- Co-founded engage:BDR and helped build the company from startup to **\$40M in annual revenue** at its peak.
- Scaled engage:BDR from **0 to 85+ employees**, building the operational infrastructure needed to support rapid growth.
- Helped lead engage:BDR through its transition to a publicly traded company on the **Australian Securities Exchange (ASX)** and served on the board.
- Entrepreneur and growth executive with extensive experience across business development, digital advertising, marketing, operations, sales strategy, and company building.
- Screenwriter, author, blogger, and producer with experience developing original concepts and content across entertainment and digital media.
- Founder of **Cool Wrld Media**, specializing in AI optimization, digital growth strategy, content creation, and video production.
- Currently developing original entertainment ventures, digital products, websites, and media properties, including vertical micro-drama, sports media, and family entertainment.

PROFESSIONAL EXPERIENCE

Cool Wrld Media

March 2022 — Present

Founder & Owner

- Founded a digital strategy and production company specializing in AI optimization, digital growth, content creation, ad monetization, and video production.
- Help publishers and app owners monetize content by integrating ad servers and plugging in premium programmatic demand — a continuation of the ad-tech monetization work built at engage:BDR.
- Develop AI visibility and digital strategies designed to help businesses improve how they are discovered across traditional search and emerging AI platforms.
- Create websites, landing pages, digital content, brand strategies, and marketing campaigns from concept through execution.
- Develop and produce video concepts, branded content, and vertical-first entertainment.
- Work directly with founders and business owners on growth strategy, positioning, customer acquisition, and business development.
- Develop original digital and entertainment ventures from initial concept through branding, product development, website creation, content, and go-to-market strategy.

engage:BDR

January 2009 — December 2022

Co-Founder / COO

- Co-founded engage:BDR and helped grow the business from startup to \$40M in annual revenue at its peak.
- Scaled the organization from 0 to 85+ employees, helping build the operational structure required to support the company's growth.
- Helped develop and launch one of the company's early self-service Demand-Side Platform (DSP) offerings, integrating ad servers and premium programmatic demand across publisher and app partners.
- Played a key role in taking the business public on the Australian Securities Exchange (ASX) under its Australian parent company.
- Served on the company's Board of Directors.
- Helped oversee company strategy, operations, business development, organizational growth, and execution across departments.
- Built and managed teams while establishing operational processes and infrastructure for a rapidly growing technology company.

LowerMyBills.com

May 2004 — December 2005

Operations Manager

- Worked with the executive team and department leaders during a period of rapid company growth.
- Helped support operational scaling as the organization expanded from approximately 30 to more than 300 employees in one year.
- Managed major office expansions and operational projects, including IT coordination, facilities, and employee onboarding.

CREATIVE & ENTREPRENEURIAL WORK

Screenwriter · Author · Producer · Digital Publisher

- Develop original concepts across film, digital entertainment, branded content, and vertical micro-drama.
- Author and creator of original family entertainment and children's content.
- Build and operate independent digital media properties, including entertainment, sports, and lifestyle content platforms.
- Experience taking creative concepts from idea → writing → development → production → distribution and marketing.

Selected properties built from scratch — full case studies at kurtrintala.com:

Cardiff Dog Pack — cardiffdogpack.com **JackedUpSportz** — jackedupsportz.com **LANTERRN** — coolwrldmedia.com/lanterrnrn

Cool Wrld Media — coolwrldmedia.com

Content & Production Concept Development · Screenwriting · Content Creation · Video Production · Vertical Micro-Drama · Branded Entertainment	AI & Digital Strategy AI Optimization · AEO/GEO · Digital Marketing · Search Strategy · Content Strategy · Website Development	Growth & Business Dev. Revenue Growth · Business Development · Sales Strategy · Partnerships · Customer Acquisition · Go-to-Market Strategy	Entrepreneurship & Leadership Startup Development · Product Development · Strategic Planning · Operations · Team Building · Organizational Development	Ad Tech & Monetization Ad Server Integration · Premium Programmatic Demand · DSP/SSP Partnerships · Header Bidding · Yield Optimization
--	--	--	---	--

EDUCATION

Bachelor of Arts

California State University, Chico