



Lloyd Armbrust · 2nd 

Founder and CEO at Armbrust American

Austin, Texas Area · 500+ connections · [Contact info](#)

 Armbrust American

 Y Combinator

Experience



Founder and CEO

Armbrust American · Full-time

Apr 2020 – Present · 7 mos

Austin, Texas Metropolitan Area

Austin-TX based manufacturer of USA-Made Medical-Grade N95 and Surgical Masks. For more information see <https://www.armbrustusa.com/>



CEO

OwnLocal

Apr 2009 – Present · 11 yrs 7 mos

Austin, Texas Area

I make sure there is money in the bank--by getting investors and newspapers excited about what we're doing; hire and retain the best talent; take out the trash.

Raised startup funding around \$5mm in angel and venture capital (VC) money.



Website and SEO Lead

Texas A&M University System

Aug 2008 – Dec 2009 · 1 yr 5 mos

College Station, TX

Rebuilt a W3C-compliant and SEO (Search Engine Optimized) website for the TAMU system.

Worked with various teams on brand development, video integration, website UI and audience growth [...see mor](#)

Online Advertising Director

York News-Times Newspaper
Jun 2006 – Aug 2008 · 2 yrs 3 mos
York

Rebuilt the YNT newspaper website for SEO (Search Engine Optimization) and revenue growth

Built new advertising products, marketing plans, and ad-rep training to successfully increase newspaper revenue. [...see mor](#)



Managing Editor

York College Panther Press
2003 – 2006 · 3 yrs
York

Rebranded the print newspaper in more professional format that allowed for more advertising space.

Built a newspaper website with a revenue and SEO (search engine optimization) plan [...see mor](#)

[Show 4 more experiences](#)

Education



Y Combinator
Winter 2010
2010 – 2010

York College
BA, English
2002 – 2006



