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|  | Michael AnticoliCreative Technologist, Brand Alchemist, Sonic Architect |

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|  | Profile**Dynamic Creative Technologist and Brand Alchemist with expertise in music production, sound design, and AI development.** Eight years of experience crafting innovative brand strategies and leading successful marketing initiatives. Adept at leveraging **data-driven decisions, A/B testing, and audience parsing** to drive a 20% increase in funnel traffic and a 30% rise in brand recognition. Skilled in **spearheading comprehensive research, narrative development, and multi-disciplinary storytelling, enhancing customer engagement by over 25%.** Proficient in all aspects of **music creation—from composition and sound design to production, mixing, mastering, and release strategies—using advanced DAW workflows.** Experienced in directing **naming strategies, maintaining brand consistency, and ensuring legal compliance.** Successfully revitalized branding efforts through modern **digital marketing techniques, achieving a 33% increase in clientele and a 10% improvement in overall efficiency.** With deep expertise in **the intersection of music, technology, and AI innovation,** thrives on forging strategic partnerships and executing assertive marketing campaigns, achieving significant increases in customer base and brand visibility. Passionate about **pioneering digital transformation, building custom AI-driven personas, and developing strategic brand narratives** that resonate in a tech-forward world.  |

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|  | Employment HistoryBrand Strategist at Crispin Porter + Bogusky, Los AngelesMarch 2022 — January 2024**Brand Strategist** : *(March 2023 - January 2024)* * Promoted to Brand Strategist, continuing my tenure with Crispin Porter + Bogusky.
* Led and managed multiple brand projects, delivering on time and within budget, enhancing project efficiency by **15%.**
* Pioneered innovative brand strategies through focus groups, A/B testing, and audience parsing, resulting in a **20%** increase in funnel traffic and a **30%** rise in brand recognition.
* Spearheaded comprehensive research and narrative development using social listening platforms and semiotic analysis, enhancing customer engagement by over **25%** .

**Junior Brand Strategist** : *(March 2022 - March 2023)* * Directed naming strategies, established brand name hierarchy, managed trademarks, and ensured enforcement, maintaining brand consistency and legal compliance.
* Compiled research, analytics and other documentation for daily briefs on current trends in culture and market.

Strategic Consultant at Artisinal Brewer's Collective, Los AngelesJanuary 2019 — March 2022* Developed and implemented strategic solutions aligning shareholder and founder requests with brand strategy through focus groups and cultural authenticity, improving strategic coherence by 20%.
* Revitalized branding through modern marketing techniques, A/B testing, and data-driven decisions, leading to a 33% increase in clientele and a 10% improvement in overall efficiency.
* Engineered and executed the "library card" social media campaign, leveraging social listening platforms and targeted content, driving traffic by almost 30%.

Bar Mattachine, Los AngelesJune 2016 — January 2019* Drove brand establishment and growth by forging strategic partnerships and executing assertive marketing campaigns using audience crosstabs and semiotic analysis, achieving a 30% increase in initial customer base and a 47% increase in brand visibility.
* Orchestrated strategic partnerships with DTLA Proud and other local organizations, employing archetypal semiotics to enhance community engagement and brand synergy.
* Directed high-impact events, utilizing man-on-the-street interviews and culturally authentic approaches, which heightened brand visibility by 50% and strengthened community bonds.
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|  | EducationCertification in Music Technology & Composition, Los Angeles City College, Los AngelesJanuary 2021 |

 |  | DetailsLos Angeles, (973) 349-8750michaelanticoli@gmail.comLinks[Website & Portfolio](https://strategicallyyours.lindoai.com/)[linkedin](https://www.linkedin.com/in/michael-anticoli)Skills

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| Digital Transformation |
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| Journalism |
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| Innovation |
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| Artificial Intelligence |
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| Social Media |
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| Branding |
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| Enforcement |
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| Analytics |
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| Music Production |
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| Strategic Planning |
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| Trademarks |
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| Copywriting |
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| Social Media Marketing |
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| Semiotics |
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| Project Management |
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| Planning |
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| Social Media Campaigns |
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| Management |
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| Data Analysis |
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| Forging |
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| Research |
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| Social Listening |
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| Strategic Marketing |
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| Marketing Management |
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| Library |
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| Digital Marketing |
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LanguagesEnglishSpanish |