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| |  |  | | --- | --- | |  | Michael Anticoli  Creative Technologist, Brand Alchemist, Sonic Architect | | |
| |  |  | | --- | --- | |  | 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. |  |  |  | | --- | --- | |  | Employment HistoryBrand Strategist at Crispin Porter + Bogusky, Los Angeles March 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 Angeles January 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 Angeles June 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. |  |  |  | | --- | --- | |  | EducationCertification in Music Technology & Composition, Los Angeles City College, Los Angeles January 2021 | |  | Details Los Angeles, (973) 349-8750  [michaelanticoli@gmail.com](mailto:michaelanticoli@gmail.com) Links [Website & Portfolio](https://strategicallyyours.lindoai.com/)  [linkedin](https://www.linkedin.com/in/michael-anticoli) Skills  |  |  | | --- | --- | | Storytelling | | |  |  |  |  |  | | --- | --- | | Digital Transformation | | |  |  |  |  |  | | --- | --- | | Journalism | | |  |  |  |  |  | | --- | --- | | Innovation | | |  |  |  |  |  | | --- | --- | | Artificial Intelligence | | |  |  |  |  |  | | --- | --- | | Social Media | | |  |  |  |  |  | | --- | --- | | Branding | | |  |  |  |  |  | | --- | --- | | Enforcement | | |  |  |  |  |  | | --- | --- | | Analytics | | |  |  |  |  |  | | --- | --- | | Music Production | | |  |  |  |  |  | | --- | --- | | Strategic Planning | | |  |  |  |  |  | | --- | --- | | Trademarks | | |  |  |  |  |  | | --- | --- | | Copywriting | | |  |  |  |  |  | | --- | --- | | Social Media Marketing | | |  |  |  |  |  | | --- | --- | | Semiotics | | |  |  |  |  |  | | --- | --- | | Project Management | | |  |  |  |  |  | | --- | --- | | Planning | | |  |  |  |  |  | | --- | --- | | Social Media Campaigns | | |  |  |  |  |  | | --- | --- | | Management | | |  |  |  |  |  | | --- | --- | | Data Analysis | | |  |  |  |  |  | | --- | --- | | Forging | | |  |  |  |  |  | | --- | --- | | Research | | |  |  |  |  |  | | --- | --- | | Social Listening | | |  |  |  |  |  | | --- | --- | | Strategic Marketing | | |  |  |  |  |  | | --- | --- | | Marketing Management | | |  |  |  |  |  | | --- | --- | | Library | | |  |  |  |  |  | | --- | --- | | Digital Marketing | | |  |  |  Languages English  Spanish |