



# 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 History

Brand 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%.

## Details

Los Angeles  
(973) 349-8750  
[michaelanticoli@gmail.com](mailto:michaelanticoli@gmail.com)

## Links

[Website & Portfolio](#)  
[linkedin](#)

## 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

### 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.

### 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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### Languages

English

Spanish

## 🎓 Education

### Certification in Music Technology & Composition, Los Angeles City College, Los Angeles

January 2021