

my abode

6104 E. Clinton St. Scottsdale, AZ 85254 USA

ANTHONY CONTI



references & recommendations — [Linked in](https://www.linkedin.com/in/anthonyconti) www.linkedin.com/in/anthonyconti

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ME, MYSELF, & I

QUALIFICATIONS

A hands-on Chief Creative/Marketing Officer with over two decades of experience and insight into both creative, marketing, development, and team management. I am hyper focused on marketing innovation, technical transformation, and growth strategies. Exceptional knowledge of design, marketing, development, and brand management.

Management Skills:

- ⇒ Strategic Design Planning and Brand Execution
- ⇒ Marketing Strategy, Design, and Implementation
- ⇒ Cross-Functional and Cultural Team Building
- ⇒ Managing, Developing, and Leading Teams
- ⇒ Technical Innovation and Change Management
- ⇒ Client Relationship Management
- ⇒ Problem Solving and Accountability
- ⇒ Product Development and R&D
- ⇒ Project Timeline Management
- ⇒ Financial and P&L Management

What I do:

Traditional and Online Marketing Strategy
Social, Influencer, and interactive Marketing
Technical Architecture | Software & Mobile
Product Design and Development
UI/UX Design and Prototyping
Web Design and Development
Software Design and Development
Marketing Collateral Design
Print Design and Production

A smart man makes a mistake, learns from it, and never makes that mistake again. But a wise man finds a smart man and learns from him how to avoid the mistake altogether.

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BRAIN

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EXPERIENCE

WealthAbility® | Tom Wheelwright

Marketing Director
August 2019 - Present
Tempe, AZ

As Marketing Director for Tom Wheelwright's WealthAbility®, I am responsible for driving awareness, acquisition, and retention for all of our brands. Delivering success through the design, development, and launch of multi-functional marketing strategies for promotion of the brands in the global marketplace. Our ecosystem is comprised of: WealthAbility®, The WealthAbility Network®, global speaking engagements, Tom's bestselling Tax-Free Wealth book, The WealthAbility Show® with Tom Wheelwright CPA, and The WealthAbility for CPAs Show®.



WealthAbility®
WAY MORE MONEY, WAY LESS TAXES

Tom is the Tax Advisor to Robert Kiyosaki (Rich Dad Poor Dad) and is a Rich Dad Advisor.

The WealthAbility® goal is to help people achieve their financial dreams faster by permanently and legally reducing their taxes (everyone's biggest expense), make a difference in the world, and leave a positive legacy. Our work has been seen in Forbes, The Wall Street Journal, The Washington Post, FOX, NPR, ABC, and hundreds of media outlets.

Key To Success:

* Provide the marketing strategy, channels, PR, Publicity, creative vision, market direction for the WealthAbility® brand as well as the Tom Wheelwright Brand.

** Written recommendation available upon request

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EXPERIENCE

THE PURPLE SOCIETY, INC.

Founder | Technical Director
May 2009 - Present
Scottsdale, AZ

Designed and implemented three new SaaS platforms and two native apps (iOS & Android) that allow laymen and physicians alike to quickly and easily research cancer types, worldwide clinical trials, and drug data. I lead the entire creative & development rollout of the programs which won international attention and awards from the likes of The AARC, ASPHO, Davey Awards, and W3 Awards. The new tools have resulted in a 20% increase in app downloads and a 75% boost in physician membership.

Life is 10% what happens to you and 90% how you react to it.

Key To Success:

- * Provide creative vision, product design, and development for the foundation.
- * Manage software development, mobile app design/dev, and business dev teams.
- * Work with hospital partners as well as families affected by childhood cancer.

The Purple Society is a childhood cancer foundation dedicated to helping families fighting childhood cancer find resources. Our interactive tools, apps, and educational programs help thousands of families make better decisions about childhood cancer treatments. Our websites deliver valuable information and allow families to stay connected during treatment. Our technology is used daily by hundreds of children's hospitals around the world.

** Written recommendation available upon request

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EXPERIENCE

ACLIPSA MOBILE VIDEO SOLUTIONS, LLC.

Chief Creative Officer
January 2017 - 2019
Scottsdale, AZ | Brownsville, MI

I Designed and launched a highly advanced SaaS communication, government compliance, and training platform for multiple markets. This new platform broke all records in the mobile training app category, resulting in increased compliance for safety driven construction companies, and a valued increase in OSHA compliance for government mandated training facilities.

Key To Success:

- * Provide the creative vision, product design, and market direction for the team.
- * Work with our software, design, e-commerce, and business dev teams.

As the CCO I was tasked with hiring and managing a group of engineers and creatives to build out a SaaS subscription service which would deliver training videos to more than 5,000 employees' phones and tablets. The video subscription service was developed using an algorithm based on (streaming time) + (video seat licenses). We chose to develop the platform in Ruby on Rails (Rails) with Heroku cloud and Amazon Web Services (AWS) for quick scalability. I was able to explore new and innovative ways to build, market, and develop channels inside of the product company, while being an integral part of the overall design and user experience of the product.

** *Written recommendation available upon request*

Good, better, best.
Never let it rest.
'Til your good is
better and your
better is best.

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LEFT OR RIGHT

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EXPERIENCE

SOFTWARE OPS, LLC.

Chief Creative Officer
August 2015 - 2017
Scottsdale, AZ

I provided the comprehensive vision for the Software Ops brand and product channels. I worked directly with designers, product managers, and software engineers on complex SaaS Cloud Platforms and the native mobile apps they power. I implemented new work-flows which increased production by 25% while expanding the sales capacity.

During my tenure I was asked to sit on the judging panel for the international Webby, Davey, and W3 Awards, in recognition of my design and development experience across multiple market segments.

Key To Success:

- * Drive the creative vision, product design, and product dev for all agency products.
- * Work with clients providing the bridge between ideation, design, and development.

Providing a comprehensive vision for the Software Ops brand and product channels was key to my position. Utilizing external and internal resources to forecast future technology, market direction, business channels, and design trends allowed for hyper growth and success for the agency.

** *Written recommendation available upon request*

A creative man is motivated by the desire to achieve, not by the desire to beat others.

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EXPERIENCE

CBS ENTERTAINMENT | INTERACTIVE

Vice President of Interactive
August 2009 - 2012
New York, NY | Phoenix, AZ

CBS Interactive was expanding their footprint quickly, I directed the implementation of a centralized content management system for all CBS station/channel level content. The new content aggregation system increased news delivery time by 200% while allowing for the networks to manage their own local advertising. Advertising revenue increased by 50% in the first year alone and continues to increase today. I also was part of the team that evaluated new streaming technology which led to the acquisition of interactive properties like Last.fm and partnerships between Vevo and CBS Interactive Music Group.

Key To Success:

- * Develop new and innovative revenue streams.
- * Manage and expand the reach of our web properties.
- * Establish new order procedures to maximize productivity.
- * Educate and instruct staff on digital environments and technologies.
- * Mentor and coach the sales team to expand their ability to close digital projects.
- * Cultivate a team environment that enriches our employees work experience.
- * Work closely with all levels of upper management regarding digital revenue.

Interactive properties I work directly with: AOL Radio, Yahoo! Music, Last.fm, Vevo Music Evolution, and the CBS Interactive Music Group

** *Written recommendation available upon request*

A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better the design.

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