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Top Skills

Creative Direction
WordPress
Digital Media

Languages

Italian (Professional Working)
English (Native or Bilingual)

Certifications

Graduate Gemologist
Microsoft Certified Solutions Expert
(MCSE)

Honors-Awards

Official Judge for the 2018/2019
Webby Awards, Communicator
Awards, W3 Awards, and Davey
Awards
W3 Award for Best Non-Profit Web
Site Design
Official 2019 Webby Award Judge

Patents

Clinical Trial Map System

Anthony Conti

Chief Creative Officer | Serial Innovator
Phoenix, Arizona Area

Summary

A hands-on Chief Creative Officer | Director with over two decades of experience and insight into creative (design), development (Dev Ops), team building, & 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

✦ Multi-category experience with clients as diverse as Tiffany & Co., The Home Depot, NFL, NBA, NHL, MLB, Budweiser, CBS Interactive, Sony, Yahoo!, Emmis Interactive, Bonneville International, and Rivera Broadcasting.

✦ Technical Skills: Adobe Creative Suite, Adobe Experience Design, Sketch, Wordpress, Zeplin, Adobe XD, Final Cut Pro. I am versed in HTML5, CSS3, Bootstrap, PHP, AS3, gitHub, Coda, and Sublime Text. Always exploring ideas in Angular 2, Meteor, React JS, CSS3 High-Performance Animation techniques, Amazon AWS, Reshift, Elastic Beanstalk, Key Management, Kinesis, Lambda, CloudWatch, and ElastiCache.

✦ Graduate Gemologist | Certified Gemologist: One of the most prestigious credentials in the jewelry industry. Comprehensive knowledge of diamonds and colored stones.

- ⇒ Tiffany & Co. Diamond Grader (Internal Tiffany & Co. Lab) 1990+

- ⇒ Buyer Mitsukoshi Far East Program 1991+
- ⇒ Curator of the Tiffany & Co. Permanent Jewelry Collection 1989+
- ⇒ Member Tiffany & Co. Diamond Society 1989+
- ⇒ Member Tiffany & Co. Technical Innovation Team 1991+

🌟 My Myers & Briggs (MBTI®) 2019 Results: ESTJ

- ⇒ People with ESTJ preferences drive themselves to reach their goal, organizing people and resources in order to achieve it.

Experience

THE PURPLE SOCIETY INC

Founder

May 2009 - Present

International

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

🌟 Key To Success:

- ⇒ Provide the creative vision, product design, and development
- ⇒ Work closely with our hospital partners as well as families that are affected by childhood cancer

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

Aclipsa Mobile Video Solutions, LLC.

Chief Creative Officer

January 2017 - January 2019 (2 years 1 month)

Scottsdale, AZ | Brownsville, MI

Designed and launched a highly advanced SaaS communication, 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 an 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 closely with our software, design, e-commerce, and business development teams

■ I was CCO of the sister software firm (Software Ops) that designed and built the entire platform as well as the iOS and Android apps. Because Software Ops is part owner of the software as well as the developers it allowed me 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.

Software Ops LLC

Chief Creative Officer

August 2015 - 2017 (2 years 5 months)

Phoenix, Arizona Area

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. 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 and Davey Awards, in recognition of my design and development experience across multiple market segments.

🌟 Key To Success:

⇒ Provide the creative vision, product design, and product development for all agency products

⇒ Work closely with clients providing the bridge between ideation, design, and development

■ I provided a comprehensive vision for the Software Ops brand and product channels. Utilizing external and internal resources to forecast future direction and maintain knowledge of trend, market, and technology.

CBS

Vice President of Interactive

August 2009 - May 2012 (2 years 10 months)

New York | Arizona

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 channels and delivery.

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

Bonneville International

Vice President of New Media

November 2007 - August 2009 (1 year 10 months)

Greater Salt Lake City Area

As The VP of New Media I managed the creative, development, and marketing teams for one of the largest entertainment groups in Chicago.

Riviera Broadcasting

Vice President of Digital Media

August 2008 - April 2009 (9 months)

Phoenix, Arizona Area

Creative Thinking! I lead the group in brand management & development, online asset growth, web site UI and advertising revenue creation.

Emmis Communications

Creative Director

January 2000 - February 2007 (7 years 2 months)

As Creative Director at Emmis Communications I managed the creative process on all non-traditional campaigns. Non-traditional in the radio/television industry is print collateral, outdoor, interactive, and marketing.

Bonneville International

Creative Director

February 2004 - November 2006 (2 years 10 months)

As Creative Director all project creative and ideation landed on my desk. I was in charge of the full creative and development team. Together, we took an idea from creation to revenue!

Emmis Communications

Creative Director/New Media Director

2002 - 2004 (3 years)

Phoenix, Arizona Area

As Creative Director | New Media Director for KTAR I managed all of the creative and interactive creative as well as all of the new media delivery channels. I controlled the non-traditional revenue budgets as well as the interactive marketing budgets. I managed a team of graphic designers and developers.

Education

Microsoft Learning

MCSE, Microsoft MCSE Certification · (1995 - 1996)

Hendrix Consulting

Executive Management Training · (2010 - 2011)

The Center For Sales Strategy

Management Consulting, Sales Consulting, Management Consulting, Sales Consulting and Training · (2006 - 2007)

GIA (Gemological Institute of America)

