ANTHONY SCOTT

GROWTH MARKETING LEADER | Paid Media, Organic Acquisition & Customer Systems

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PROFESSIONAL PROFILE

Growth marketing leader who connects audience acquisition to qualified leads, customer conversion, and revenue. Grew monthly organic search traffic from approximately 40,000 to more than 200,000 users; doubled lead volume in 90 days on unchanged ad spend; and helped grow a newsletter audience into 50,000 paid subscribers. Combines hands-on SEO, email, social, and paid media leadership with analytics, CRM, AI workflows, and marketing technology. Brings 10+ years of creative production experience and $4M+ in paid media ownership and management for fintech and SaaS companies.

SELECTED GROWTH RESULTS

Organic search: 40,000 to 200,000+ monthly users through SEO clusters and learning paths. | **Paid:** doubled leads in 90 days on unchanged spend; sales rose 20% with stronger reported lead quality. | **Newsletter:** 50,000 paid customers from an existing 500,000-subscriber audience in six months; click rate improved from 1-2% to 5-6%. | **High-ticket FinTech:** 7,000 qualified leads and 500 closed deals over 12 months (7.14% conversion).

PROFESSIONAL EXPERIENCE

Blueprint Media | 2022-Present

Product Engineering & Growth Lead

- Lead growth strategy and delivery across social, paid acquisition, search, website conversion, CRM, lifecycle email, and measurement for owned products, partners, and client work.
- Built client growth journeys for Massage Vibez and Elite Drive: connected service or fleet discovery to guided requests, owner review, customer follow-up, and consent-aware measurement.
- Built Harold Lesure's 16-page real-estate site, buyer planning tool, inquiry capture, and private lead workspace; produced 30 spec social concepts as a separate creative portfolio.
- Build web products and AI workflows using TypeScript, Python, APIs, and databases; own implementation, analytics, onboarding, production support, and ongoing improvement.

TradeAlgo | Aug 2024-Aug 2026

Marketing Specialist / AI Operations Strategist

- Led a three-person creative team, developed an employee creator program, and published daily on YouTube and Instagram.
- Audited ad spend and creative, then rebuilt creative direction and funnel paths; doubled leads in 90 days without increasing spend and improved reported lead quality.
- Owned paid media budget across TikTok, Google, and Meta; configured GA4 and platform pixels and built an API-connected performance dashboard.
- Led The Signal newsletter sales, lifecycle email, and support; built tracking, lead management, publishing, and Beehiiv workflows. Internal reporting attributed $40,000 in first-90-day revenue.
- Replaced a roughly week-long publishing process with a Vercel and Notion CMS workflow that published in under an hour; maintained a 709-article source library.

VAMA | Nov 2025-Aug 2026

AI Engineer & Marketing Lead, AI Agent Development Team

- Led social and digital marketing alongside AI development; built live-chat agents across frontend, backend, prompts, integrations, memory, and structured outputs.
- Audited Google Ads and identified $5,924 in wasted spend, including 41% of budget on zero-conversion placements; delivered a 42-task rebuild plan across seven areas.

SELECTED GROWTH AND MARKETING SYSTEMS

Massage Vibez | Client acquisition and retention

Built a mobile-massage website and guided request journey with a first-visit email offer, owner planning workflow, campaign creative, and consent-based measurement. The case study documents implementation; no booking lift is claimed.

TrackYourAds | Paid media operations

Built a platform connecting campaign strategy, scripts, approvals, deployment, imported metrics, reporting, tasks, files, and team communication; includes six AI-assisted workflows and 25+ performance metrics.

GetCited | AI search visibility and content systems

Built a 100-query audit across ChatGPT, Perplexity, Claude, and Gemini with citations, competitor mapping, content-gap analysis, and reporting; connected CRM and delivery to a 52-article publishing workflow.

Retrakor | Retention and customer lifecycle

Founded and built a multi-tenant loyalty and CRM product connecting check-in, completed-service confirmation, rewards, owner and staff workflows, and consent-aware follow-up. No retention lift is claimed.

Harold Lesure | Local brand and lead operations

Built a 16-page real-estate website with buyer planning, local-search foundations, inquiry capture, and private lead CRM; created 30 finished spec social concepts, distinct from live campaign results.

TailGate | Subscription product partnership

Equity partner in a working AI sports product; built subscription, CRM, lifecycle, attribution, and product operations systems. Product scope is documented separately from business results.

CORE EXPERTISE

Organic growth strategy; technical and local SEO; newsletter and lifecycle email; content strategy; social growth; paid media buying; lead qualification; funnel optimization; CRM and lead routing; GA4/GTM; attribution and reporting; AI workflows and API integrations

TECHNICAL TOOLKIT

Marketing and measurement: Google Ads, Meta Ads, TikTok Ads, GA4, Google Tag Manager, PostHog, campaign dashboards, event architecture, attribution

Engineering and data: TypeScript, JavaScript, Python, SQL, React, Next.js, Flask, REST APIs, webhooks, PostgreSQL, Supabase, Git/GitHub

Lifecycle and AI: CRM, Beehiiv, Klaviyo, Resend, Stripe, email automation, Claude, OpenAI, Gemini, Perplexity, agents, structured outputs, Vercel

CREATIVE PRODUCTION

Short- and long-form video; campaign creative; photography and graphic design; Adobe Premiere Pro; DaVinci Resolve; CapCut; Adobe Photoshop; Canva; production planning and vendor coordination

EDUCATION

Associate of Arts, Communications | MiraCosta College