

Anthony Scott

*Founder and
AI Growth Systems
Operator*

CONTACT

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LinkedIn profile

New York, NY
Available for remote work

CORE CAPABILITIES

Growth strategy

Goals, constraints, priorities,
and operating plans

Publishing systems

Search architecture, editorial
controls, and internal discovery

Paid media

Offer, creative, landing
experience, measurement, and
review

AI automation

Supervised workflows with
clear ownership and quality
controls

Digital products

Useful tools, funnels, delivery
systems, and reporting

WORKING MODEL

Diagnose

Clarify the business problem
and useful signal.

Design

Map the people, decisions,
tools, and measurement.

Build

Create the working system with
clear ownership.

Review

Use evidence to choose the
next move.

Public resume
Client identities removed
Updated July 2026

PUBLIC RESUME

Strategy becomes more valuable when it becomes a working system.

Anthony Scott plans, builds, and operates connected growth systems across strategy, content, paid media, AI automation, and digital products. He leads Blueprint Media engagements from the first decision through delivery and review.

OPERATING PROFILE

Blueprint Media

Founder and AI Growth Systems Operator | Current

Leads founder led client work across growth strategy, publishing systems, paid acquisition, AI operations, and product thinking. Engagements begin with a business problem, use explicit review points, and protect confidential client information.

AI Operator

Product and education line inside Blueprint Media

Built a practical learning and product system that helps professionals turn repeated work into supervised AI workflows they can understand, operate, and improve.

SELECTED SYSTEMS

- **Technical SEO Site Rebuild**

Reorganized a 403 page client site into a governed search platform with clear URL decisions, crawl controls, article standards, and a complete release process.

- **Programmatic SEO Engine**

Designed a governed publishing system for topic planning, article production, internal linking, editorial review, and search visibility.

- **Paid Media Rebuild**

Connected campaign structure, message, creative, landing experience, measurement, and operating review into one accountable system.

- **AI Search Visibility Platform**

Built a product system for monitoring AI discovery signals, organizing evidence, and turning visibility gaps into useful actions.

- **Growth Operations Tools**

Created practical systems for lead intake, workflow ownership, reporting, and decision support across growth work.

TOOLS AND METHODS

Search strategy • Content systems • Paid media operations • Conversion tracking • Structured data • Internal linking • AI assisted workflows • Product planning • Quality review • Release governance

Review the work and the decisions behind it.

blueprintmedia.tech/work