



ANTHONY GORDON

Oakland, CA 510-410-3215 amgoak@gmail.com

PROFESSIONAL SUMMARY

I'm a marketing leader with over 20 years experience at the intersection of music and technology. I've had proven success in growth strategy, department leadership, artist relations, content creation, and brand partnerships in multiple industries. Both a dreamer and a realist, I'm focused on balancing creative vision with business goals to deliver impactful results.

SKILLS

- Cross-functional team leadership
- Performance marketing
- Editing and copywriting
- Content marketing and brand strategy
- Corporate communications
- Photography and video production
- Subscriber growth and retention strategy
- Artist relations and strategic partnership

EXPERIENCE

January 2020 - July 2024

Director of Marketing

Antares Audio Technologies (Auto-Tune)

- Exceeded all revenue, subscriber acquisition, and performance advertising targets
- Led the launch of Auto-Tune Unlimited, Antares' first SaaS product, generating over 10x exponential revenue growth
- Managed department operations and owned strategy for social media, content marketing, corporate communications, SEO, events, and growth marketing
- Modernized the entire brand identity including auto-tune.com, all advertising creatives, promotional assets, and educational materials for all products
- Developed GTM strategy and created repeatable, systemized templates for new product launches
- Analyzed campaign performance metrics to determine areas for improvement

October 2020 - April 2021

Interim CMO

Antares Audio Technologies (Auto-Tune)

- Established KPIs for marketing efforts, developed accurate performance reports, and presented them to our board of directors on monthly and quarterly (QBR) cadences
- Conducted an exhaustive conjoint study to identify customer needs and establish optimal pricing and packaging model for our SaaS products

July 2018 - November 2019

Director of Content Marketing

Booksy

- Led content marketing, video production, advertising creative development, and SEO strategy for leading beauty app

October 2016 - November 2017

Content Marketing Manager

Vendini

- Redesigned SEO, social, and content strategy leading to an increase in organic website traffic by +400% and social media engagement by +1,000%

March 2006 - Current

Marketing Consultant, Copywriter, and Photographer

Freelance

- Created advertising copy and shot original photography for major brands like Miller Brewing, The Macallan, Tsing Tao beer, and Hendrick's Gin
- Produced editorial photography for publications including Rolling Stone, San Francisco Magazine, and Forbes

March 2005 - January 2016

Senior Manager, Artist Relations

Avid Technology (Pro Tools and Media Composer)

- Managed high-profile artist relations for the music, film, and television industries, securing endorsements from the world's most respected creative professionals
- Produced dozens of events featuring live performances from artists, including Alicia Keys and Nile Rodgers
- Developed strategic corporate partnerships, including Skywalker Sound and Abbey Road Studios
- Negotiated and secured music and film licenses with A-list music artists and major film studios, such as Bjork and HBO
- Spearheaded production of artist video profiles, webinars, and written articles with Foo Fighters, Linkin Park, and other major artists
- Conducted interviews with industry-leaders live onstage and as an on-camera correspondent at events such as NAMM, IBC, AES, and NAB

EDUCATION

Diablo Valley College, Pleasant Hill, CA

San Francisco City College

WEBSITE, PORTFOLIO AND PROFILES

- [linkedin.com/in/anthonysanfrancisco](https://www.linkedin.com/in/anthonysanfrancisco)
- anthonymichaelgordon.com