

Anthony Carl

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PROFESSIONAL EXPERIENCE

Mile Marker Agency: New York, New York

Analyst, Innovation & Strategy | 2025 – Present

- Built an automated email scheduler system that connects Funnel, Google Sheets, and Gmail to automatically distribute performance reports and CSV exports to vendor partners and clients, eliminating manual sends and ensuring consistent weekly delivery.
- Collaborated with media and analytics leads to document SOPs and establish automation workflows that improved visibility, reduced turnaround time, and allowed the team to scale recurring reporting with minimal manual input.
- Automated deck generation and reporting templates using Google Slides and Sheets APIs, eliminating repetitive formatting work and enabling faster delivery of weekly client presentations.

Assistant Media Planner | 2025

- Orchestrated omnichannel media planning and execution across DOOH, TV, CTV, radio, print, social, search, and affiliate channels, supporting 5 active media plans with annual budgets exceeding \$30M combined and ensuring on-strategy pacing across campaigns.
- Coordinated vendor communications and RFP support across display, programmatic, and partnership opportunities, facilitating efficient proposal reviews and vendor evaluations to maintain campaign readiness and rate consistency.
- Delivered over five weekly status reports and three monthly competitive analyses across multiple accounts, accelerating reporting turnaround through an automated workflow.
- Managed approximately 50+ monthly line items and invoices across multiple vendors and platforms, ensuring budget accuracy and reconciliation alignment between media plans, partner billing, and client documentation.

Alteryx Inc: Irvine, California

Digital Marketing Associate | 2023 – 2024

- Collaborated directly with the Sr. Director of Marketing and the Sr. Content Manager to manage multi-channel campaigns, and spearhead Social Media Management.
- Used tools like Hootsuite, Canva, Excel, and Google Analytics to create copy and graphics for hundreds of social posts, while maintaining a data-centric approach - delivering weekly metrics ultimately resulting in outperforming the tech industry by 52% in reach (even with a 53% smaller audience size), 503% in audience growth rate and by 369% in engagement rate.
- Coordinated digital marketing for the 22-person SparkED team, organizing and delegating projects with ASANA ticket requests.

Digital Marketing Intern | 2022

- Conducted a comprehensive audit of digital and social media presence, identifying key opportunities for brand enhancement.
- Generated 80 pieces of content organized into a content repository/calendar with targeted channels and timelines.
- Collaborated with top executives, C-Suite, SVP, VP, weekly to strategize and improve marketing initiatives.

Mobileware Inc: Long Island High Technology Incubator, Stony Brook, NY

Marketing Intern | 2021-2022

- Designed user-friendly websites and apps using Figma, improving user experience.
- Created over 20 engaging graphics and email campaigns, successfully connecting with partners and clients.
- Structured marketing goals and timelines using Notion, ensuring project milestones were met.

Swift Living LLC: Stony Brook, NY

Co-Founder, Head of Marketing and Growth | 2020

- Learned how to approach problems with an open and creative mindset solving them through iteration and collaboration.
- Entered the student rental market in the Stony Brook area, building a brand with over 6,000 users.
- Managed over 5 properties generating over \$13,000 in monthly revenue.

EDUCATION

Stony Brook University, Stony Brook, NY

B.S. in Business Management with Specialization in Marketing

2023

W. Turner Founding D Scholarship

2020

SKILLS

Analytics & Reporting: Google Analytics, Funnel, Looker Studio, Excel, SPSS | **Ad Platforms:** Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, Bing Ads | **Automation & Development:** Google Apps Script, Sheets API, Slides API, Zapier | **Creative & Design:** Canva, Figma, Adobe Photoshop, Illustrator, Google Web Designer | **Project Management & Collaboration:** Asana, Notion, Monday, Slack, Teams, Trello | **Other Tools:** Salesforce, Marketo, Mailchimp, Hootsuite, Qualtrics, Vyond