

# TONY DESTIN

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## SUMMARY

Marketing consultant and automation strategist with a track record of scaling brands from 300K to over 3.1M followers, generating millions of views across TikTok, Instagram, and YouTube. Combines SEO expertise, AI-driven content pipelines, and performance-focused strategy to boost conversions, grow audiences, and streamline publishing at scale.

## EXPERIENCE

### Tony Destin LLC

Director/Owner

October 2020 - Present

- Consulted and managed 7+ personal brand accounts while growing a group brand from 300K to 3.1M followers; generated over 1M impressions and 2K in TikTok, scaled engagement, achieving over 7M views on a single TikTok campaign, leading to a 3,000-follower increase
- Publish 1,700+ video campaigns across YouTube, TikTok, Instagram, and Facebook, averaging 250K views per video; I increased client website traffic by 30% in six months through targeted SEO and content strategies
- Produced, directed, and executed 500+ paid social campaigns for brands such as Visa, TurboTax, and Honkai Star Rail, generating an average of 320K impressions, 7K clicks, and 2K conversions per campaign

### AI Video Automation

Self-employed

Jan 2025 – Present

Architected a production-grade automation system using Flask, FFmpeg, and ChatGPT to streamline short-form content workflows across TikTok, Instagram, and Facebook

- Leveraged AI (ChatGPT) to auto-generate high-performing captions and comments tailored to each post
- Applied FFmpeg filters, animated watermarks, and LUT color grading to create brand-consistent, repost-resistant assets
- Integrated with Make.com, Google Sheets, and cloud storage to enable 24/7, hands-free publishing
- Actively powers 3+ monetized brands; supports both faceless content models and creator-owned channels, repurposing across platforms

### Phigital

Content and Community Manager Consultant

Jan - May 2024

- Moderated and engaged a 30K+ member Telegram community, implementing retention strategies that converted 30-35% of members into active Discord users, significantly strengthening brand presence
- Developed a 3-step YouTube content strategy, optimizing video planning and audience growth, spearheaded the creation and launch of a branded Discord server, achieving 14K+ members in two months

## EDUCATION & CERTIFICATIONS

- Kutztown University of Pennsylvania, Bachelor of Science in Social Media Theories and Strategies
- Meta Ads Certification May 2020
- Google Analytics Certification Nov 2020
- Hootsuite Certification Nov 2019
- Python 3 April 2023

## SKILLS

Adobe Premiere Pro, CapCut, Logic Pro, Obs Studio, Canva, Python, JavaScript, Hootsuite, Google AdWords, Gleam.io, Google Ad strength Scoring, Aspire IQ, Rakuten advertising, Later, Microsoft Word, Microsoft Excel, Google Gemini, Jasper Ai, Writesonic, Google Smart Bidding, Eleven labs, Render, Git ,Make.com