

RESUME



Seasoned **Marketing** Executive
& Artificial **Intelligence** Virtuoso

TONY CALVERT



Call Me
(702) 849-4448



Have a Brewski
(name the bar)



Send an eMail
tony@tonycalvert.com



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TONY CALVERT

 | 20+ YEARS EXPERIENCE IN SALES, MARKETING & ADVERTISING

Dear Hiring Agent:

With the enclosed resume, I would like to express my fervent interest in the position you have available. As an accomplished and results-oriented professional with 20+ years of experience driving successful marketing and sales campaigns to propel brand exposure and growth, I possess a wide range of knowledge and experience that will allow me to contribute toward the success of your company. I **can** and **will** grow your business revenue and help you acquire new customers for your products and services.

The following highlighted achievements is a snapshot of my qualifications for your consideration:

- Expert at creating and executing marketing plans, sales plans and social media plans.
- Created sales opportunities thru proven marketing strategies resulting in a 325% growth in international and domestic market share for a company's products.
- Have managed annual marketing budgets of \$1.3m to \$382m..
- Built a company's revenue from \$1.5 million to \$12.4 million in just 2 years, thru domestic and international channels, as well as maintaining year-over-year lead flow and customer acquisition.
- Created high ticket sales funnels for increased traffic, acquiring new customers and retention.
- Took a company's website from \$0 revenue to \$2 million in its first year.

I have a proven ability to successfully analyze an organization's critical business requirements, identify deficiencies and potential opportunities. Excellent ability to develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenue, and growing customer product offerings. I have a keen sense of discovering "hidden assets" of a company that is not being utilized or perhaps has been overlooked.

Other responsibilities include product marketing and advertising, team management, competitive intelligence, public relations, legacy marketing communications, digital marketing, event marketing, social media marketing, brand marketing, lead development, and creative services. My proven success in achieving marketing and sales goals, along with my expertise in developing strategic initiatives throughout the marketing cycle, I know I can contribute immensely to the success of your business. Another point, I have become an AI ninja. If you are not using AI in most all aspects of your business, you are already falling behind. I can bring you up to speed.

Oh, and I almost forgot, I've got an awesome creative background too, which allows me to conceptualize advertising materials that include but not limited to, a company's collateral, direct response advertising, outdoor media, tv, radio. I am proficient in PPC, Google Ads, SEO, SEM and all social media platforms. I have created, executed and managed very successful campaigns, and know what it takes to get maximum engagement with social media. Pretty impressive eh? If you're thinking, "*who does this guy think he is*", then let's get together to discuss how I can help fill the role you are seeking and what I can bring to the table! You have probably noticed I am from Las Vegas, however, I am currently in the state of Indiana, and am willing to relocate with your assistance, for the right opportunity.

Regards,

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KARRAN SINKS & FAUCETS | **Position** VP of Marketing | **Tenure** Jul 2023 - May 2025

Role Repositioning the brand | **Separation** Moving ops to South Africa and did not want to move

Primary Responsibilities

- Developed and implemented a comprehensive marketing strategy aligned with the company's overall objectives. Identified market trends, target audience insights, and competitive intelligence to drive growth opportunities.
- Oversaw brand development and positioning, ensuring consistent brand messaging and visual identity across all marketing channels, while strengthening brand equity and customer loyalty.
- Lead customer acquisition efforts through digital marketing, content marketing, SEO/SEM, social media, and other innovative channels. Optimized customer acquisition costs while maximizing conversion rates.
- Collaborated with sales teams to develop effective product marketing plans, including product launches, feature updates, competitive differentiation and (GTM) go to market strategies.
- Utilized data analytics to track marketing performance, measure ROI, and make data-driven decisions for continuous improvement.
- Identified and forged strategic partnerships and alliances to extend our market reach and enhance brand exposure.
- Served as brand social lead, developing and executing engaging social programs in alignment with the company's brand and managed all digital marketing aspects for the company. Also, capable of leveraging digital and traditional media to amplify the company's voice and increase market share.
- Spearheaded the direction, planning, creation, and managed social media content for a clear and compelling brand story in alignment with the company's key strategic initiatives and brand guidelines.
- Managed SEO, PPC, SEM updates through back end CMS, Google Analytics and media management.

NUTRUM BIOTECH INC | **Position** Chief Marketing Officer | **Tenure** Jan 2021 - Jun 2023

Role Lead the startup of a Vitamin Brand | **Separation** Position turned to B2B commission only role

Primary Responsibilities

- Hired and lead a marketing team of 8 people, and built a sales dept with 16 sales reps doing B2C sales and 4 sales reps handling B2B accounts.
- Managed the projects, programs, and execution of marketing objectives, company sales strategies and related plans for all commercial products and services for the company.
- Effectively delivered on critical marketing and communication functions to ensure the information and support of programs, action plans, and initiatives were achieved with the broader strategy for sales, marketing, pricing, etc.
- Developed and managed the annual Marketing budget in alignment with company goals and objectives.
- Facilitation of reporting on Sales Process KPIs, including but not limited to Sales Cycle Time, Opportunity and Quote Close Win rate, Lead Conversion rates and marketing automation engagement metrics.
- Lead the creation and distribution of marketing materials to include generating and dissemination that included all collateral, presentations, signage, and advertisements.
- Drove and supported the development and creation of content for corporate communications and messaging while leveraging the appropriate mediums for content delivery.
- Developed leads, managed sales marketing projects and campaigns to generate interest in the company's products and service offerings.
- Created daily, weekly and monthly department reports to the Chairman and CEO
- Wrote KPI's for all sales positions and marketing dept positions with evaluations daily, weekly, and monthly, resulting in performance KPI's and to ensure milestones were achieved.



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MARAHLAGO INC | **Position** VP of Marketing | **Tenure** Oct 2016 - Dec 2020

Role Franchise leadership of a high end Jewelry Brand | **Separation** Covid shut down operations

Primary Responsibilities

- Provided leadership, guidance, and support to the franchise team, ensuring that they were meeting and exceeding sales targets and KPI's.
- Developed and managed the launch of annual and seasonal marketing strategies; plans and budgets, prioritizing marketing mix and budget allocation to support the Franchises.
- Influenced the Franchisees' local marketing plans to ensure they aligned with the global brand position.
- Oversaw seasonal hind-sighting including field/consumer research and financial analysis in relation to the Franchise business.
- Ensured Franchisee marketing budgets were aligned and spent according to contractual obligations and brand direction.
- Influenced the shared marketing/creative team to conceptualize and design all marketing messages, ensuring all stores supported the brand image, design ethos and business strategies.
- Directed and monitored the performance of franchises, ensuring that all procedures were followed and adhered to.
- Established departmental SOP's and KPI's identifying all policies relevant to sales functions were adhered to throughout the sales process.
- Ensured staff are familiar with service standards to better sell the franchise brand.
- Focused on achieving the goals and objectives of the sales department using available resources (staff and budgetary components).
- Provided ongoing support for strategic initiatives including but not limited to department projects, structure opportunities and executive level presentations using PowerPoint and Zoom.
- Oversaw the sales team to ensure appropriate workloads, career opportunities, and recognition were given to ensure retention of key employees.

RIO HOTEL RESORT & CASINO | **Position** VP of Marketing | **Tenure** May 2012 - Sep 2016

Role Grow the brand thru Strategic Marketing | **Separation** Property purchased and under new mgmt

Primary Responsibilities

- Focused on strengthening the brand's positioning as a premier entertainment destination by highlighting its unique offerings such as world-class gaming, luxurious accommodations, and top-tier entertainment.
- Managed a dept of 22 key staff members from Art Directors, Graphic Designers and Social Media personnel
- Conducted market research to understand customer preferences, competitive landscape, and emerging trends, which informed the development of more targeted and effective marketing strategies.
- Designed and implemented integrated marketing campaigns that encompassed a variety of channels including digital, print, and outdoor advertising. These campaigns were meticulously planned to align with the Rio Hotel Casino's brand image and business objectives.
- Enhanced the hotel's online presence through targeted social media campaigns and created engaging content that resonated with the audience and promoted special events, promotions, and exclusive offers.
- Coordinated the marketing efforts for special events such as poker tournaments, celebrity appearances, and holiday celebrations, ensuring maximum attendance and media coverage.
- Created compelling print ads for magazines, newspapers, and travel brochures, and strategically placed billboards and transit ads around key locations in Las Vegas to attract tourists and locals alike.
- Managed television and radio advertising campaigns that highlighted the Rio's amenities and special offers, reaching a broad audience and reinforcing the hotel's brand presence.



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SUPERVISORY SKILLS & LEADERSHIP ROLES

- Lead a Marketing Dept of 8 employees in key roles
- Hired, Trained and Managed Sales Staff of up to 16 Sales Reps (12 internal B2C and 4 external B2B)
- Managed 200+ franchised retail brick and mortar stores throughout the Caribbean

FORMAL EDUCATION

- Bachelor of Science in Marketing and Advertising Communications - Indiana University
- Associates Degree - Business Administration & Management - (UNLV)
- Associates Degree - Hotel Resort & Restaurant Mgmt (UNLV)

CERTIFICATIONS

- Artificial Intelligence in Marketing & Generative AI
- ChatGPT - AI Tools to Supercharge Marketing
- ChatGPT, Dall-E, and GPT-4
- AI for Marketing Professionals (AMA)
- Google Marketing for Content Creation (google)
- Fundamentals of Digital Marketing (google)
- Digital Marketing & Ecommerce (google)
- Google Ads (google)
- Google Ad Manager (google)
- Google Analytics (google)

SOFTWARE

Adobe CS 2025 - Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Dreamweaver

Microsoft 365 Suite - Word, Excel, PowerPoint, Outlook, and OneNote

Social Media - FaceBook, InstaGram, Pinterest, TikTok, YouTube

CRM Software - Zoho, HubSpot, Salesforce, Apptio, Insightly

eMail Marketing - MailChimp, HubSpot, Campaigner, Brevo

Sales Tracking Software - Zendesk, NetSuite, FreeAgent, Spiro, Salesdash

Knowledge of Oracle Systems and Travel Software - Opera PMS, Symphony, Book4Time, OSEM, Alice

ChatGPT (by OpenAI)

How I've used it: generated email campaigns, ad copy, blog posts, video scripts, reviewed customer personas, created sales scripts, automated repetitive content and comms.

Jasper.ai

How I've used it: generated high-volume content creation, wrote blog posts, sales emails, social media captions, and maintained consistent brand voice with AI memory

Dall-e

How I've used it: generated images from text descriptions, essentially turning words into visual advertisements

Lavender

How I've used it: sales outreach emails and improvements for tone, clarity, and personalization, increase open/reply rates in outbound campaigns

Copy.ai

How I've used it: short-form marketing copy to quickly write Facebook ads, product descriptions, landing page copy

Mutiny

How I've used it: website personalization, dynamically changed site messaging for different visitor segments (e.g., industry, company size), increased conversions with tailored CTAs and use cases

Anyword

How I've used it: ad copy + predictive performance, wrote headlines and ad text with AI scoring for conversions, integrated with Facebook, Google, and landing pages

Pictory

How I've used it: text to video content, turned blog posts or scripts into short videos for social media, adding voiceovers, captions, and visuals with AI



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