

Anthony Scarpulla

Phone number: 305] 563-2104

Email address: scarpulla11@protonmail.com

Web: scarpulla.studio



Profile

Social and content strategist with 8 years in comms. Most recently drove 5M+ organic impressions for an AI media company, grew X by 58% (29.6K to 46.8K followers), and built a product account from 100 to 4,000. I also vibe code daily, shipping iOS apps and building AI-powered content automation as a non-engineer. Looking for my next role in social, content, or comms at an AI or developer tools company.

Education

2009 – 2013
Coral Gables, FL

Creative Writing + Journalism | Bachelors
University of Miami
3.7 GPA

Work Experience

08/2025 – 04/2026

Social Media Manager **Every**

- Drove 5M+ organic impressions across platforms in 7 months, zero paid spend
- Grew Every's X account from 29.6K to 48K followers (+58%), engagement up 90%
- Increased shares by 128%, bookmarks by 87%, and profile visits by 50% in Q1 2026 by analyzing audience data and deploying SEO-driven content and automated posting schedules
- Built Monologue (AI dictation app) product account from ~100 to 4,000 followers (~40x growth)
- Led a product launch campaign that hit 400K impressions in a single week
- Grew LinkedIn impressions by 42% and increased reposts by 225% by leveraging data-driven content scheduling and targeted audience analytics
- Wrote the full 2026 social strategy, set Q1 OKRs, and managed six accounts simultaneously, providing a clear roadmap that boosted overall engagement
- Built AI-powered content systems-including a custom Slack social agent, Typefully MCP integrations, and Claude Cowork automations for style enforcement, content creation, and publishing-streamlining workflow and ensuring consistent brand voice
- Used Claude Code, Cursor, Higgsfield, and ElevenLabs daily to prototype and accelerate production

12/2024 – 06/2025

Community Manager **Yapster**

- Managed the Telegram and X community using Marketo to segment members and track engagement, which increased active participant discussions
- Created daily social posts and game updates, applying data analysis to tailor messages, which kept the community informed and boosted content shares
- Performed QA testing to locate bugs and improve UX, using analytical skills and collaborating with developers, which reduced reported issues before release
- Supported game flow and feature rollouts by coordinating marketing automation and managing budget allocations, which ensured timely launch of new features

2023 – 2024

Social Media Strategist
Art Blocks

- Led content strategy for Art Blocks, using Adobe Creative Suite and HubSpot to produce on-brand, visually engaging posts that enhanced brand consistency across channels
- Grew Twitter reach to over 1 million monthly impressions on @artblocks_io by scheduling daily posts with Hootsuite, leveraging trending hashtags, and coordinating artist collaborations
- Analyzed social metrics to refine strategy, boosting follower growth and engagement.
- Partnered with artists, collectors, and collaborators to launch cross-promotion campaigns, expanding audience reach and generating new follower acquisition

2022 – 2023

Content Manager
Serotonin

- Wrote blogs, case studies, newsletters, and social posts for DeFi and NFT clients using WordPress and SEO best practices, which increased audience engagement and brand visibility
- Advised clients on weekly-to-quarterly content strategy and execution, leveraging data analysis and B2B marketing principles, which clarified messaging and strengthened client influence
- Launched campaigns aligned with client OKRs using targeted product-marketing tactics and CRM tools, delivering measurable progress toward client goals
- Managed editorial calendars in a shared project-management system to ensure consistent, on-time publishing, which improved content delivery reliability

2020 – 2021

Head of Communications
Blockzero Labs

- Created blog posts, updates, newsletters, social media copy, and website copy for Blockzero using WordPress and HubSpot, ensuring a consistent brand voice and increasing audience engagement
- Ran a \$50K cross-marketing campaign with UMA, coordinating email, social, and community outreach, which generated qualified leads and raised brand awareness
- Led content strategy for two DeFi protocol launches, defining messaging frameworks and coordinating with product and design teams, which helped clarify product value for target B2B audiences
- Launched the “Around the Block” podcast series on Spotify and Apple Podcasts, producing weekly episodes and promoting them via social channels, which expanded the company’s thought-leadership reach
- Managed a team of micro-content creators, establishing workflow guidelines and using Trello for task tracking, to deliver timely content that supported marketing campaigns

2018 – 2019

Content Manager
Constellation Network

- Wrote SEO-optimized blog posts, website copy, and email newsletters for community, investor, and technical audiences, using Google Analytics to tailor content and boost engagement, which increased click-through rates and time on site
- Co-led the annual content strategy and planning process with the VP of Marketing, aligning topics with the go-to-market roadmap and establishing a quarterly editorial calendar that shortened content lead time and improved cross-team alignment
- Simplified complex concepts into a 50-plus-page technical whitepaper, collaborating with engineering and product teams and applying market-research insights to ensure relevance for B2B clients, making the whitepaper a key sales-enablement tool referenced in multiple investor briefings
- Developed a series of product blogs and use-case pages that supported the

Work Experience

go-to-market strategy, incorporating demand-generation tactics and SEO best practices, which drove increased organic traffic and supported lead-generation efforts

Skills

- COMPUTER SKILLS (EXAMPLE)

Claude / Claude Code
PROFESSIONAL

Typefully
PROFESSIONAL

Notion
PROFESSIONAL

SwiftUI
PROFESSIONAL

MCP Integrations
PROFESSIONAL

Vercel
PROFESSIONAL

Remotion
PROFESSIONAL

Higgsfield
PROFESSIONAL

ElevenLabs
PROFESSIONAL

Anthropic API
PROFESSIONAL

Github
PROFESSIONAL

Capcut
PROFESSIONAL

HTML/CSS
LIMITED

Cursor
PROFESSIONAL

Audience Analysis
PROFESSIONAL

SEO Optimization
PROFESSIONAL

Content Automation
PROFESSIONAL

Data-driven Strategy
PROFESSIONAL

Campaign Management
PROFESSIONAL

Community
Engagement
PROFESSIONAL

Content Scheduling
PROFESSIONAL

Brand Consistency
PROFESSIONAL

Marketing Automation
PROFESSIONAL

Bug Testing
PROFESSIONAL

UX Improvement
PROFESSIONAL

Team Leadership
PROFESSIONAL

Editorial Planning
PROFESSIONAL

Social Copywriting
PROFESSIONAL

Podcast Production
PROFESSIONAL

Project Management
PROFESSIONAL

Trend Analysis
PROFESSIONAL

Analytics Interpretation
PROFESSIONAL

Workflow Optimization
PROFESSIONAL

Product Launch
PROFESSIONAL

Social Listening
PROFESSIONAL

AI Integration
PROFESSIONAL