Anthony Carnevale

CREATIVE TECHNOLOGIST · AI-FIRST MARKETER · BRAND STORYTELLER

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SUMMARY

Marketer, brand builder and writer with over a decade of turning complicated products into stories people understand. Led marketing alone for a B2B hardware brand, founded and launched four ventures, and designed and built websites end to end for small businesses. Now pairs that creative work with hands-on generative AI skills, backed by certifications from IBM, Google Cloud and Vanderbilt. Uses ComfyUI, Ideogram and Cursor every day, and teaches non-technical people to put AI to work. Seeking roles where creative work and AI meet: AI content and brand strategy, creative technology, and AI product marketing.

EXPERIENCE

Founder & Owner
Feb 2026 – Present

North York Tech Help · North York, ON

- Built and run a one-person technology education business for seniors, parents and small business owners across the GTA, handling everything from first inquiry to follow-up.
- Coach small business owners on practical AI tools they can use in day-to-day work.
- Design a learning plan for each client around what they actually want to do, not a generic checklist.
- Teach iPhone, iPad, Mac and smart home devices in plain language, and leave written guides so clients can repeat the steps on their own.

Web Designer & Digital Marketer (Freelance)
Dec 2021 – Dec 2025

Clean Page Digital · Remote

- Ran a one-person web and marketing practice for small businesses, owning every project from scope and design through build, launch and support.
- Designed and built sites on WordPress, Webflow, Shopify, Squarespace, Wix and hand-coded HTML5.
- Delivered graphic design for web and social, copywriting, SEO and analytics, and content marketing strategy.
- Translated what owners wanted into something buildable, and told them plainly when a request would not work.

Sales & Marketing Specialist
Nov 2021 – Nov 2022

Calyx Labs (Powered by CCELL)

- Led marketing as the company's only marketer for a B2B vaporizer hardware brand, setting strategy and then executing it.
- Owned brand and content development, the Webflow website, social media, SEO, product launches and performance reporting.
- Created product education and sales enablement materials supporting CCELL sales across North America.

AI TOOLS

ComfyUI · Ideogram · Cursor · Hermes Agent · Python · Flask

DESIGN TOOLS

Photoshop · Illustrator · InDesign · Adobe XD · Adobe Creative Cloud

AI CERTIFICATIONS

Generative AI Engineering
IBM · 2026

Machine Learning with Python
IBM · 2026

Data Analysis with Python
IBM · 2026

Developing AI Applications with Python and Flask
IBM · 2025

Generative AI Leader Professional Certificate
Google Cloud · 2025

Python for Data Science, AI & Development
IBM · 2025

Generative AI Automation Specialization
Vanderbilt University · 2025

Prompt Engineering Specialization
Vanderbilt University · 2025

LANGUAGES

English	Native
Italian	Professional working
French	Basic

EXPERIENCE (continued)

General Manager
Feb 2019 – Feb 2021

Vapor Central · Toronto, ON

- Ran a downtown venue that combined a lounge, retail counter, events space and community hub, managing staff, suppliers, events and finances.
- Grew events revenue by **450%** and cut food and beverage costs by **20%**.

Wine Columnist (Freelance)
May 2013 – May 2014

Eligible Magazine · Toronto, ON

- Wrote a wine column for a Toronto lifestyle magazine: reviews, buying guides and plain-language explainers for curious non-experts.
- Turned technical language into writing a general reader would finish, on brief and on deadline.

VENTURES FOUNDED

Clean Piece
Jun 2020 – Dec 2022

Founder

Cannabis accessories brand. Owned product, brand, website and direct sales; wrote all product copy and built the online store.

Wine Study Flashcards
Jan 2017 – Apr 2020

Founder

First-of-its-kind study platform for sommeliers preparing for certification. Built the product, wrote all the content, ran the site and storefront, and kept the material current as exam formats changed.

LiQLY
May 2016 – May 2018

Founder

Premium alcohol delivery service in Toronto pairing customers with sommelier recommendations. Built the site and ordering flow, designed the recommendation process, and wrote the product copy.

BOARD LEADERSHIP

Independent Director
Jul 2022 – Present

Digicann Ventures Inc. · CSE: DCNN

Oversee financial and operational reporting, risk and capital allocation for a publicly listed company, and bring a consumer and marketing lens to building brands on a small budget.

Vice President, Board of Directors
Nov 2022 – Dec 2023

Canadian Cannabis Tourism Alliance

Helped set priorities for a national non-profit and represented member businesses with government and industry stakeholders.

EARLIER EXPERIENCE

Retail Manager, Toronto Hemp Co	2021
Sales Associate, Arterra Wines Canada	2018 – 2019
Customer Service Representative, LCBO	2014 – 2015
Winemaker, The Wine Butler	2010 – 2015

SKILLS

Generative AI

Prompt engineering, LLM workflows, AI automation, image generation, AI agents, Python (data analysis, machine learning basics)

Creative & content

Brand strategy and identity, copywriting, editorial writing, content marketing, graphic design for web and social, explaining technical subjects in plain language

Web & digital

Web design and development (HTML5, WordPress, Webflow, Shopify, Squarespace, Wix), SEO, web analytics, social media, e-commerce

Business

Founder and operator, board governance, client relationships, product education, sales enablement

EDUCATION

Bachelor of Commerce, Hospitality & Tourism Management

Ted Rogers School of Management, Toronto Metropolitan University · 2019

Director of Marketing, Hospitality and Tourism Students' Society (2018–2019)

Level 4 Diploma in Wines & Spirits

WSET

Diploma, Food & Beverage Management

George Brown College · 2015