

Anthony James Marinelli
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EDUCATION

University of San Diego - San Diego, CA
Knauss School of Business, Entrepreneurship minor

August 2023 - Present

- Coursework: Brand Management, Social Media Marketing, Fundamentals Marketing, Digital Marketing, Operations Management, Fundamentals of Finance, Business Analytics
- Engaged Learning: Market Research, Entered the USD Fowler Business Challenge
- Certificates: Fundamentals of Technology Sales Course (Remote - University of Maryland)

Irvine Valley College - Irvine, CA

August 2022-2023

CURRENT WORK

High-Line Marketing Agency – San Diego, CA
Founder

July 2025 – Present

Mission: Helping screen printers and service-based businesses grow beyond word of mouth through Google ads management, precise client targeting, and measurable ad campaigns.

- Ideal Client Profiling (ICP)
- Offer Positioning
- Google Ads Campaign Management, optimizing campaigns using Exact, Phrase, and Negative keywords for maximum ROI
- Keyword Intent Analysis, leveraging search intent to increase lead quality and reduce wasted ad spend
- Landing Page and Funnel Development, design conversion-focused quote forms, same-day pages, and bulk order funnels
- Conversion Rate Optimization: test and refine campaigns to boost performance and lower acquisition costs
- Paid Media Strategy, manage and scale paid campaigns on Google

Mamo Merch – Long Beach, CA
Freelance Client Project

October 2025 – Present

- Building and managing a Google search lead generation campaign on a \$15/day budget, using Exact, Phrase, and Negative keyword match types to split Rush vs. Core Services
- Rewrote the Services landing page using hero, quote-first form, trust elements to align messaging with high-intent keywords, lifting Quality Score and improving conversions
- Performed Audits to better optimize their google ads account and website
- Built Apollo ICP lead lists to support local outreach and prospecting efforts

Molly Mondays (Hat Brand) – Newport Beach, CA
Founder

May 2024 – Present

Mission: Molly Mondays is a self-expression brand that rejects being overly serious and creates conversation-starting pieces that help people step out of their comfort zone and spark fun connections

- Developed brand strategy and voice; translated mission into products, content, messaging, and campaign concepts
- Launched product drops, sourced materials, managed screen printer partners, and coordinated production with overseas manufacturers
- Created short-form video, campaign content, and product photography for marketing and social launch

WORK EXPERIENCE

AO Globe Life – Remote - CA
Insurance Agent

February 2025 – June 2025

- Conducted high-volume cold outreach to prospective clients, averaging 150+ calls per day
- Built and managed a personal sales pipeline through strategic prospecting and lead qualification
- Delivered compelling product presentations to individuals and families
- Certificates: Insurance Producer License

Catch Surf – Laguna Beach - CA
Sales Representative

August 2023 – September 2024

- Matched customers to custom surfboards by style, skill, and goals; delivered high-touch service
- Drove in-store and online sales by demoing features and managing POS
- Processed e-commerce orders end-to-end with accurate inventory and on-time shipping
- Handled high foot traffic, contributed to daily sales targets, and built repeat clientele

JB Diamonds – Newport Beach - CA
Sales Representative

April 2023 – October 2023

- Advised clients on high-value jewelry and watch purchases; sold both new and consignment pieces
- Sourced, purchased, and flipped pre-owned jewelry/luxury watches by spotting resale opportunities from market trends
- Built and negotiated with a network of local/online dealers to secure inventory and expand sales channels
- Cultivated repeat customers through expert guidance, personalized service, and fair market assessment, which boosted retention and brand engagement