Anthony (TØNE) Will

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🔗 AMXM Studios | Nysus Pro | Portfolio | LinkedIn

Professional Summary

Multifaceted creative producer with 8+ years of industry experience in art direction, business development, production, and creative direction. Proven track record of executing global campaigns, leading cross-cultural teams, and driving business growth. Adept at building innovative strategies and crafting captivating narratives for world-renowned brands across entertainment, fashion, and technology industries in North America and Asia.

Education

B.S. in Industrial and Labor Relations

Cornell University – Ithaca, NY September 2012 – August 2016

Teaching Higher Education Certificate

Harvard University - Online January 2021 – May 2021

Core Competencies

- Art Direction & Creative Direction
- Business Development & Brand Strategy
- Digital Marketing & Content Creation
- Project Management & Production Oversight
- Sales & Account Management
- Talent Acquisition & Team Leadership

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Professional Experience

Founder & COO | Nysus Pro — USA/Japan

May 2024 – Present

Revolutionizing event planning with an all-in-one platform for collaboration, task management, budgeting, and ticketing.

- Designed a seamless platform tailored for event organizers and creative teams.
- Spearheaded product development and marketing strategies to attract users globally.
- Secured key partnerships and onboarded beta testers to validate MVP.



YouTube

Nysus Pro (Introduction)

Managing Director | AMXM Studios

August 2020 – Present

Full-Service creative consulting agency specializing in marketing, branding, 2D/3D animation, video editing, sound engineering, and production for FX Networks, Meta, and Otterbox.

- Developed and executed a comprehensive branding strategy for **Brelixi Wellness Solutions**, managing everything from marketing assets to cannabis regulatory compliance.
- Represented **Fancy Media** ***(Hong Kong)*** in North America, providing marketing solutions for various Chinese clients and executing Creality 3D's first U.S. event.
- Delivered high-quality content as the official content vendor for **Ten35 Agency**, consistently meeting tight deadlines and integrating AI into production workflows.
- Led business development for **Aporro Jewelry** ***(China)***, establishing partnerships with high-profile artists and driving brand visibility within the entertainment industry.

View Our Work

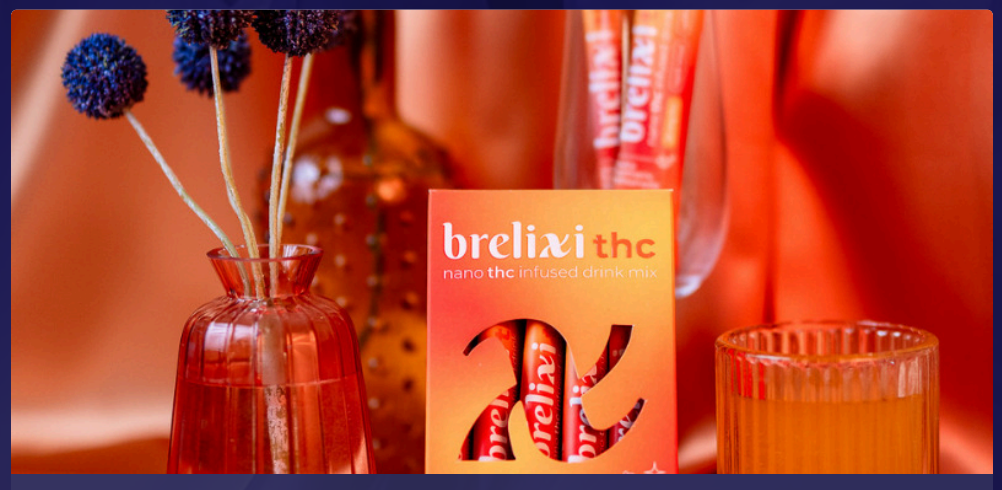


www.amxmstudios.com

AMXM Studios

A full service creative agency

Shop Brelixi



brelixi

brelixi® ~ fast-acting cbd or thc drink...

healthy, convenient & discrete functional wellness support for anxiety/stress,...

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Professional Experience (Continued)

Art Director/Producer | Freelance — USA/China

October 2016 – Present

Delivered creative solutions and production leadership for global clients in entertainment, fashion, and technology.

- **JOYRICH:** Instrumental in producing content, creative materials, and organizing key shows at *Shanghai Fashion Week*, ensuring innovative presentations and global reach.
- Produced ***KUASTYLE***, a hip-hop lifestyle blog that garnered millions of views on Chinese platforms.
- Directed and procured a music production team for the **Midea TikTok Campaign**, which garnered **400M+ views**, making it the most viewed campaign in Italy.
- Directed creative content for **Curfew Rage**, leading promotional activations and crafting compelling narratives to elevate the brand.
- Proven ability to manage multiple projects across time zones, maintaining attention to detail under pressure.



Instagram

ToneTwisted: JoyRich Presents: RICHWORLD💰🌍

Featuring @tonetwisted @miniqminiqminiq @badmandz @nyijambby @sayoakasaka and @cheungmoney ~ Shot by...



YouTube

KUASTYLE 'GITWIDDIT' - Episode 2 - Hip Hop Cross...

GITWIDDIT Episode 2 ! We go deep into those who has made an impact not just towards hip-hop but also crossover to...

Account Executive | Printwell — Taylor, MI

January 2024 – November 2024

Commercial printing and direct mail services provider.

- Generated over **$300,000** in sales through strategic account management and new client acquisition.
- Consulted clients on custom print and direct mail solutions, offering tailored approaches to maximize marketing effectiveness.
- Supported marketing efforts by helping revamp the company's online presence and showcasing key projects on the website.

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Professional Experience (Continued)

Event Manager | Joonbug Events — New York, NY

November 2022 – January 2023

- Managed logistics for 10+ New Year's Eve events across NYC, Nashville, and Hoboken.
- Sold out 95% of events, achieving record profits through strategic venue layouts and ticket sales optimization.

Site Manager | Montclair Jazz Festival — Montclair, NJ

May 2022 – September 2022

- Led logistical planning and execution for the Montclair Jazz Festival.
- Negotiated sponsorships and managed festival layouts and security operations.

Internship Experience

Talent Acquisition Intern | Warner Music Group/Atlantic Records
New York, NY

January 2015 – May 2015

- Managed talent acquisition and full-cycle recruiting initiatives for a multinational entertainment and record label conglomerate.
- Played a pivotal role in the candidate selection process, screening and interviewing over 2,000 candidates and successfully hiring 250+ new team members.
- Partnered with HR managers to develop job specifications and post positions on platforms like CareerBuilder and Indeed.
- Gained hands-on experience with HRIS and ATS systems, including Taleo and Pre-Employ.

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Production Credits

Production Assistant | Multiple Companies

August 2021 – Present

Worked across various high-profile TV productions, gaining hands-on experience in fast-paced, high-stakes environments in **Los Angeles, CA and Vancouver, BC.**

Supported production for the following:

- ***Chefs Vs Wild*** **(ITV/Hulu)**
- ***Amazing Race - Season 33*** **(WRP Productions)**
- ***Housewife and The Shah*** **(The Walt Disney Company)**
- ***90 Day Bares All - Season 2*** **(Sharp Entertainment)**
- ***Black Healing Remixed*** **(Black Emotional & Mental Health Collective)**
- ***McDonald's All-American Games*** **(Adidas)**

• Assisted with procuring, ordering, and managing equipment while maintaining compliance with budget constraints.

• Built set displays, transported talent to/from set, and monitored expense reporting to streamline production workflows.

• Partnered with assistant producers to record interviews and ensured on-set compliance with COVID-19 safety regulations.

Festivals/Events

Art | Basel

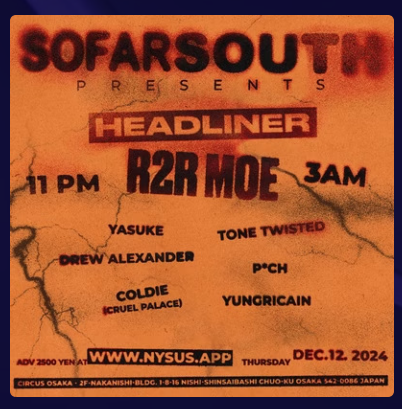
KICKZFEST

SXSW

上海时装周 SHANGHAI FASHION WEEK







FROSTNITE MUSIC FESTIVAL

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Awards & Accolades

- **Cannes Lion Advertising Award** – First place in the category for User Generated Content for the Adidas ZNE Case Study.
- **One Club for Creativity Pitch Competition Winner** – Sponsored by LEXUS. Collaborated with a randomly assigned team to develop and present a fully realized advertising campaign within just 7 days.
- **ACT House 24-Hour Hackathon Winner** – Prototyped and pitched a product in under 24 hours, earning a $5,000 prize.

Key Projects

JOYRICH at Shanghai Fashion Week (2018-2019)

Oversaw creative materials, production design, and on-site execution for high-profile fashion shows.

KICKZ (2021-2022)

Developed brand partnerships, directed creative assets, and led on-site activations at events like Art Basel and NYFW.

Creality @RepRapFest (2023)

Orchestrated after-party and brand activation for Chinese 3D printer's first interaction with US customers.

Lil Mosey China Tour (2023)

Coordinated artist travel, venue bookings, and promotional strategies.

Aporro Jewelry (2021-present)

Built strategic partnerships and expanded artist outreach for increased market penetration in the US.

Curfew Rage (2021-present)

Directed content creation and event activations to establish the brand as a cultural touchstone.

Skills

Creative Direction & Branding

Expertise in developing and executing creative strategies that align with brand identity and business objectives.

Event Production & Management

Experienced in planning and executing large-scale events, from concept to completion.

Budgeting & Vendor Negotiation

Skilled in managing budgets and negotiating with vendors to ensure cost-effective project execution.

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