ANTON ISTYA

CLIENT RELATIONS • PROJECT & TEAM MANAGEMENT • MARKETING • OPERATIONS
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English, French, Russian — fluent | Swiss driving licence B | Lived/worked in Switzerland, USA, France and Mexico

PROFILE

Raised in Switzerland, with experience across Europe, the U.S. and Mexico, I'm comfortable working across cultures, languages and different ways of thinking. My career has taken me from marketing and client management to live production and running my own businesses. I bring people together around a shared goal, translating ideas into clear plans and following through on the details.

CORE CAPABILITIES

Client onboarding and account management • B2B sales and contract negotiation • CRM setup, training and adoption • Cross-functional project delivery • Calendar, travel, purchase-order and invoice coordination • Vendor management, budgets and procurement • VIP hospitality, site operations, safety and access planning

PROFESSIONAL EXPERIENCE

Team Leader — Production & Site Operations

Montreux Jazz Festival | Montreux, Switzerland | Jun–Aug 2025

- Led construction and furnishing for VIP lounges, artist green rooms and production offices, translating detailed build plans into the team's assigned on-site work.
- Built temporary walls and partitions and installed furniture, lighting features and décor to prepare functional hospitality and working spaces within the festival infrastructure.
- Coordinated internal crews and external vendors through load-in and load-out, following the delivery and placement of materials, furniture and installation elements.
- Maintained festival specifications and safety standards under tight deadlines, then participated in breakdown, de-rigging and the logistical reset of the spaces.

Founder & Venue Operator

Kavartist | Puerto Escondido, Mexico | 2024–2025

- Independently founded Kavartist in Puerto Escondido: a kava bar combining a **daytime coworking** space with an evening social venue. Identified a local market gap and developed the business concept around these complementary uses.
- Personally built out and set up the space, took it through launch and managed day-to-day operations, combining concept development and entrepreneurial ownership with hands-on venue delivery.

Account Manager — Client Relations

IceBridge Financial Group | Remote / Miami | Feb 2024–Feb 2025

- Managed sales and relationships for high-net-worth clients, including new-account acquisition and commercial follow-through. Generated opportunities from zero through personal outbound outreach.
- Managed client onboarding and project execution as the link between clients and internal financial-service teams. Coordinated investment analysts, portfolio managers and client-success colleagues to progress client requirements and service delivery.
- Led the setup, employee training, adoption and hands-on use of **WealthBox CRM and Jump** transcription automation, supporting client tracking and operational follow-through.
- Negotiated and closed service contracts and coordinated tailored investment/service solutions with financial specialists in response to client needs.
- Used Schwab Advisor Center, eMoney Advisor and Morningstar Direct to analyze client information and develop client-service strategies with the aim of improving the customer experience.
- Managed calendars and booked travel for managers and clients; handled purchase-order and invoice workflows alongside account and project responsibilities.

Founder & CEO — The AIST Project

- Produce live and corporate events in Miami and Switzerland, including **Rock Night with Banana Chant** at Savage Labs Wynwood. Staff Insomniac / Club Space events and coordinate crews through build-in and breakdown.

Assistant to the Technical Director

Insomniac / Club Space | Miami | Mar 2023–Jun 2024

- Managed on-site operations for III Points, Miami Music Week, Art Basel, Hocus Pocus and Formula 1 Sunset on the Sands, working across technical, operations and hospitality requirements.
- Led and supervised **teams of 5–10** people to design and execute VIP experience zones, artist lounges and premium table-service areas.
- Coordinated vendor contracts, sound and lighting production, staging, crowd flow and safety requirements. Worked with fire and police marshals on crowd-safety strategies and access-control plans.
- Oversaw budgets and procurement for event furniture, decorations, sanitation services and guest amenities, aligning practical delivery with the intended attendee experience.

Account Manager — E-commerce & Project Delivery

Eventige Media Group | New York | Mar 2021–Mar 2023

- Managed end-to-end digital and event-marketing campaigns for international clients, coordinating graphic designers, copywriters and developers around client requirements and delivery.
- **Led client projects** for Method Seven, Perfec-Tone, Little Istanbul Gifts, Keri and Grieshaber Dermatology, taking responsibility for project coordination across creative and technical contributors.
- For Grieshaber Dermatology, coordinated website requirements, provider biographies, navigation, service pages and the collection and use of assets.
- Worked on Method Seven canonical-tag and pagination tasks with the SEO manager. Held substantial responsibility as second-in-lead on Skype and IQOS activations.
- Developed omnichannel campaigns, including A/B testing, through Klaviyo, AdRoll, Google Ads and Facebook Ads Manager. Analyzed performance with Google Analytics, Ahrefs and Screaming Frog to inform engagement and conversion strategy.
- Generated opportunities through outbound prospecting, led B2B sales, onboarded clients and maintained partnerships. Led **HubSpot setup**, employee training, adoption and day-to-day operational use.
- Implemented payment-processing solutions for e-commerce platforms and in-person activations. Managed calendars, travel bookings, purchase orders and invoices alongside client delivery.

IT Lending Library Administrator Assistant — Internship

Ogilvy | New York | Jun–Nov 2017

- Managed technology inventory and procurement so client teams had access to the IT equipment required for their work.
- Provided technical support to event-marketing teams and prepared devices and software for global brand campaigns. Allocated hardware and software for internationally travelling staff to support operational readiness.

EDUCATION AND APPLIED ACADEMIC WORK

Florida International University | Miami | 2021–2023

Master's in Global Strategic Communications

Creative Track. Relevant study: Applied Research Methods, Creative Strategy, Trends in Graphics and Design, Global Communications / Global Marketing & Advertising, Theories of Mass Communication, Advertising Law, Ethics and Social Responsibility, and the Mass Communication Professional Project. Additional undergraduate coursework in Intercultural Communication.

Academic work included audience research, surveys, respondent screening, moderator guides, research synthesis, creative briefs, customer-journey mapping and presentation decks. Studied media strategy, digital storytelling, event-marketing trends, and cultural and legal differences in advertising between Europe and the United States.

M.AD / Miami Ad School | Miami | 2021–2023

Diploma in Art Direction — Creative Track

Academic campaign work and concepts for Match.com, Airbnb, Converse and USPS, combining brand strategy, market research and creative development for digital and experiential communications.

Relevant study: Thinking Strategically, Video Storytelling, Ideas First, Story Writing, Experiments in Digital Photography, Visual Impact, Type Journey, Everything Is Media, Interactive Concepting, Motion Graphics and Digital Campaigns. Course-based learning included insight-led briefs, concept development, visual storytelling, typography and editorial layout.

Pace University | New York | 2016–2020

BSc — Double Major in Computer Science & Graphic Design

Relevant study: Computer Programming I/II, Data Structures/Algorithms, Algorithms & Computing Theory, Computer Networks & the Internet, Unix and C Programming, Programming Languages, Digital Design I, Graphic Design I/II and Typography.

Additional foundations: Research Methods, Probability and Statistical Analysis, Principles of Marketing, Introduction to Psychology, Public Speaking and Disability Stories through Film. Coursework combined analytical reasoning, visual communication, research, presentation and critical analysis of social representation.

NYU Paris | Autumn 2018

Study abroad within the Pace degree

Completed Introduction to Machine Learning, Introduction to Computer Security, Smartphone Cinema and Spoken Contemporary French. Course-based topics included supervised/unsupervised learning and the Python data stack; a secure-messaging protocol project provided assessed academic security-design experience.

Collège Alpin Beau Soleil | Switzerland | 2010–2016

International Baccalaureate

Leadership activities: Theater Stage Manager, IT Genius Bar and prefect training. Community volunteering in Madagascar and Tanzania.

TOOLS AND ADDITIONAL LEARNING

Coursework and academic tools: Word, PowerPoint, Excel, Adobe InDesign, Illustrator and Photoshop. LinkedIn Learning completions: Become a Graphic Designer (2022); Customer Experience: Journey Mapping (2021).