



ANTHONY "AJ" JOINER

AI Product Founder | Software Executive | AI Strategist | Speaker | Digital Marketing Executive

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Executive summary. Technology has been the through-line of a 30-year career across enterprise software, AI product development, SaaS, automation, publishing platforms, digital marketing, media, and education. Founder, CEO, and lead developer of HORN; Founder and CEO of BLOOKSY; and creator of Beyond Literacy, a national student publishing program. Known for turning complex technology into practical products, workflows, partnerships, and teaching experiences that executives, educators, creators, and communities can use.

TECHNOLOGY PHILOSOPHY

Artificial intelligence should make people more capable, not replace them.

Whether building software, leading a workshop, helping someone publish a book, or teaching executives, the goal stays the same: make complex technology practical, ethical, and useful enough for people to act with confidence.

CAREER SIGNALS

Impact Snapshot

30 YEARS Software, publishing, marketing, media, AI	2 AI PLATFORMS HORN and BLOOKSY founded, built and launched	8 YEARS Weekly tech and business radio contributor since 2017
ENTERPRISE ROOTS CDC, GDOT, GTRI, Comframe and corporate teams	1,400+ AUTHORS Published through technology-enabled workflows	600+ STUDENTS Published through Beyond Literacy across multiple states



TECHNOLOGY FOUNDATION

Enterprise & Government

CDC	Software business analysis, project management, public-health data tracking, process improvement, and enterprise technology strategy.
Comframe	Software solutions, business analysis, project delivery, systems integration, and workflow improvement.
Georgia DOT	Senior business analysis and software strategy for transportation systems and statewide operational workflows.
Georgia Tech Research Institute	Project management, IT operations support, workflow optimization, and research-team technology execution.

AI WORKSHOPS

AI Keynotes, Workshops & Webinars

Practical AI sessions for business leaders, educators, and teams: safe, creative, and aligned with real business goals.

Agentic Browsers: It's Good, But Be Careful Browser-based AI agents, practical use cases, and risk management.	Creating an AI Twin How to build a personal AI assistant for decision support and daily work.
SORA, SORA, SORA AI video workflows for campaign prototyping, storytelling, and rapid creative testing.	Aligning AI With Business Goals Connecting AI experiments to operational priorities, adoption, and revenue.
Turn Conversations Into Revenue Monetize podcasts, interviews, calls, and meetings with AI workflows.	Setting Up Your LLM Notebook Hands-on lab: build a reusable AI workspace and prompt library.
The Gemini Feature That Kills PowerPoint Live demo: generate client presentations faster.	10 Underrated ChatGPT Features Fast-paced tour of advanced features for teams and leaders.

CAPABILITY MAP

Core Competencies

AI & LLMS Google Gemini, Google AI Studio, Gemini CLI, Gemini Code Assist, Jules, NotebookLM, ChatGPT, OpenAI Codex, Claude, Claude Code, prompt engineering, AI agents	PRODUCT & SAAS AI product development, product strategy, roadmapping, UX, rapid prototyping, requirements gathering, feature prioritization, SaaS
GOOGLE & CLOUD Google Workspace, Docs, Sheets, Slides, Forms, Drive, Apps Script, Firebase, Google Cloud Platform	TECHNOLOGY Low-code/no-code, API integration, systems integration, process automation, software business analysis, solution architecture
LEADERSHIP Agile, Scrum, strategic planning, cross-functional leadership, business development, innovation management, coaching and mentoring	COMMUNICATION Digital marketing, brand strategy, public speaking, executive presentations, workshop facilitation, storytelling



EXTERNAL SIGNALS

Press, Media & Recognition

Metro Atlanta CEO: City of Atlanta partners with Blooksy to teach teens writing and publishing.	Black Enterprise: Entrepreneur of the Week profile tied to representing Atlanta entrepreneurship at the NASDAQ opening bell.
WUSA9: Washington, DC literacy program publishes stories of DC teens.	Hypepotamus: Atlanta-based Blooksy wants to make you the next big author.
Hypepotamus: Blooksy goes back to school with academic-focused AI writing platform.	Rolling Out: Anthony 'AJ' Joiner explains how Blooksy will bring innovation to schools.
Business RadioX: Podcast interview on entrepreneurship, software, publishing, and growth.	Shoutout Atlanta: Meet Anthony Joiner, software company owner.
Trustshoring: Case study on moving Blooksy from concept to prototype and raising funding.	AAC&U: Speaker at the 2024 Transforming STEM Higher Education Conference.
Livingstone College: Shark Tank event judge.	DigiDay Greater Good Awards: Juror in 2024 and 2025.
Girl Scouts of Greater Atlanta: Green Tie Guys Leadership Recipient.	

DISTINCTIVE PORTFOLIO

Selected Projects

The Atlanta Fish Fry	Created a community experience that grew from a birthday gathering into a city-scale festival with thousands of attendees, major entertainers, local vendors, horseback riding, and fireworks.
Novelist: Atlanta Fish Fry	Wrote a fictionalized novel based on the event's origin story; the manuscript entered adaptation conversations before industry strikes paused momentum.
NASDAQ Bell Ringer	Rang the NASDAQ opening bell with Invest Atlanta to represent Atlanta entrepreneurship after being selected from thousands of local entrepreneurs.
Entrepreneur of the Year	Honored by The Gathering Spot and Future Successors for creating Blooksy and expanding access to publishing through software and AI.
Performance & Storytelling	Won an amateur stand-up comedy open mic competition, adding live performance, timing, and audience connection to a broader communication toolkit.



PUBLISHING IMPACT

Authors and Students Published Through Tech-Enabled Programs

BLOOKSY	Published 1,400+ authors through technology-enabled publishing workflows and author support systems.
Beyond Literacy	Scaled a national literacy and future-readiness program across multiple states; 600+ student authors in four years.

FOUNDER VENTURES

Products & Programs I've Built

HORN | Founder, CEO & Lead Developer | 2026

- Developed a higher-education amplification platform that helps universities spread the word about student success, faculty research, grant awards, partnerships, athletics, alumni achievements, and community impact.
- Designed a one-submission workflow that turns campus wins into press releases, stakeholder updates, donor messages, social posts, media outreach, news articles, and executive briefings.
- Built HORN around audience selection, brand consistency, and approval control so communications teams amplify work to the right stakeholders before anything leaves the institution.

BLOOKSY | Founder & CEO | 2020-Present

- Built an AI-powered writing and publishing platform for books, academic papers, grants, and government documents.
- Designed structure-first workflows that move writers from blank page to outline, draft, revision, and finished manuscript.
- Led product strategy, UX, roadmap, requirements, feature prioritization, and cross-functional execution from concept to market.
- Grew Blooksy from an idea into a product with customers, revenue, partnerships, and a clear AI education use case.

Beyond Literacy | Founder & Program Creator | 2023-Present

- Created and scaled a national literacy and future-readiness program that has expanded across multiple states.
- Designed the program so students create books, podcasts, presentations, news stories, songs, debates, documentaries, and media projects.
- Integrated public speaking, responsible AI use, publishing, media production, leadership, creativity, critical thinking, and digital literacy.



OPERATING EXPERIENCE

Entrepreneurship, Marketing & Media

Artisan Worx | Founder & CEO | 2010-2019

- Launched a digital marketing agency focused on branding, websites, digital strategy, and campaign execution.
- Hired and managed designers, developers, marketers, and publishing specialists across client and author projects.
- Created marketing campaigns, brand identities, websites, and go-to-market assets for businesses and creators.
- Built a publishing workflow that moved authors from draft to finished book while streamlining editing, design, and distribution.
- Coached authors on positioning, branding, and marketing so their books reached readers with a clear audience strategy.

Zone 4 Records | Director of Marketing & Innovation | 2017-2019

- Built and launched e-commerce platforms for multiple artists, creating direct-to-consumer revenue streams.
- Orchestrated experiential marketing events with Pandora and local brands to expand artist visibility.
- Designed strategic social media launch campaigns for album releases, driving awareness, engagement, and streaming momentum.
- Modernized artist-to-fan relationships and monetization across the label's roster.

Radio One - The Willie Moore Jr. Show | Weekly Business & Technology Contributor | 2017-Present

- Eight years as a weekly guest on a nationally syndicated drive-time faith-based radio show.
- Shares practical advice on entrepreneurship, business growth, marketing, AI, and technology.
- Translates complex business and technical ideas into simple, step-by-step guidance listeners can use.

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