



ANTHONY "AJ" JOINER

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

Atlanta, GA | www.anthonyjoiner.com | www.blooksy.com | blooksy@blooksy.com

Executive summary. Technology has been the through-line of a 30-year career across enterprise software, startups, AI-powered publishing, 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 bringing ideas to life, building products and partnerships that make complex technology practical for executives, educators, creators, and communities.

CAREER SIGNALS

Impact Snapshot

30 YEARS Software, publishing, marketing, media, AI	1,400+ AUTHORS Published through tech-enabled workflows	AI PLATFORMS HORN founded and developed in 2026; BLOOKSY from concept to market
600+ STUDENTS Published through Beyond Literacy across multiple states	NATIONAL VOICE Weekly business and technology contributor since 2017	ENTERPRISE ROOTS CDC, GDOT, GTRI, Comframe and corporate teams

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



NEWEST PLATFORM

HORN: Higher Education Amplification

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, parent/alumni communications, donor messages, social posts, media outreach, website news articles, and executive briefings.
- Built Horn around audience selection, brand consistency, and approval control so communications teams can amplify work to the right stakeholders before anything leaves the institution.

FOUNDER PROFILE

BLOOKSY Product, Publishing & AI

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 help writers move from blank page to organized outline, draft, revision, and finished manuscript.
- Created and executed strategic partnerships with K-12 schools, universities, city programs, nonprofits, and government agencies.
- Led product strategy, UX, roadmap, requirements, feature prioritization, and cross-functional execution from concept to market.
- Published more than 1,400 authors through technology-enabled publishing workflows and author support systems.
- Grew the company from an idea into a product with real customers, revenue, and a clear AI education use case.

Platform	AI voice-to-text, structured writing paths, real-time collaboration, AI-assisted editing, milestone tracking, and publishing operations.
Markets	Authors, students, educators, universities, publishers, businesses, nonprofits, and public-sector literacy programs.
Leadership	Product vision, workflow design, partner development, customer education, executive demos, team building, and revenue strategy.

NATIONAL LITERACY PROGRAM

Beyond Literacy

Beyond Literacy | Founder & Program Creator | 2023-Present

- Created and scaled a national literacy and future-readiness program that has expanded across multiple states and published 600+ student authors in four years.
- Designed the program to go beyond reading and writing: students create books, podcasts, presentations, news stories, songs, debates, documentaries, and media projects.
- Integrated public speaking, responsible AI use, publishing, media production, communication, leadership, creativity, critical thinking, and digital literacy.
- Delivered through city and youth-employment partnerships including Atlanta and Washington, DC, with students leaving with published work and proof of achievement.



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 teams of 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 aspiring authors from draft to finished book and cut production time by streamlining editing, design, and distribution.
- Coached authors on positioning, branding, and marketing so their books could reach 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 and stronger fan engagement.
- Orchestrated experiential marketing events with Pandora and local brands to expand artist visibility and create memorable fan experiences.
- Designed strategic social media launch campaigns for artist album releases, driving awareness, engagement, and streaming momentum.
- Modernized artist-to-fan relationships and monetization strategies 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.

TECHNOLOGY FOUNDATION

Enterprise & Government Experience

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.



EXECUTIVE EDUCATION

AI Keynotes, Workshops & Webinars

Designs and delivers practical AI sessions that help business leaders, educators, and teams use AI safely, creatively, and in direct support of business goals.

<p>Agentic Browsers: It's Good, But Be Careful</p> <p>Explained browser-based AI agents, practical use cases, and risk management.</p>	<p>Creating an AI Twin</p> <p>Showed teams how to build a personal AI assistant for decision support and daily work.</p>
<p>SORA, SORA, SORA</p> <p>Demoed AI video workflows for campaign prototyping, storytelling, and rapid creative testing.</p>	<p>Aligning AI With Business Goals</p> <p>Helped companies connect AI experiments to operational priorities, adoption, and revenue.</p>
<p>Using AI To Turn Conversations Into Revenue</p> <p>Taught teams to monetize podcasts, interviews, calls, and meetings with AI workflows.</p>	<p>Setting Up Your LLM Notebook</p> <p>Hands-on lab where participants built a reusable AI workspace and prompt library.</p>
<p>The Google Gemini Feature That Kills PowerPoint Slides</p> <p>Live demo showing how to generate client presentations faster.</p>	<p>10 Underrated ChatGPT Features You Should Know And Use</p> <p>Fast-paced tour of advanced features for teams and leaders.</p>

OPERATING STRENGTHS

What I Know How To Do

<p>Product & Innovation</p> <p>Build software platforms from scratch and turn abstract ideas into usable products people enjoy.</p>	<p>Business Strategy</p> <p>Scale startups, expand into new markets, optimize processes, and coach leaders through change.</p>
<p>Creative Leadership</p> <p>Build brands, develop content strategies, tell visual stories, and create engaging media.</p>	<p>Technical Skills</p> <p>Work across enterprise software, network administration, cloud computing, cybersecurity, and automation.</p>
<p>Project Management</p> <p>Lead Agile, Scrum, and Waterfall teams while automating workflows that save time and reduce friction.</p>	<p>Communication</p> <p>Explain AI and technology clearly to technical experts, executives, educators, students, and beginners.</p>
<p>Ethics & Responsibility</p> <p>Design AI programs that emphasize fairness, transparency, confidence, and practical human benefit.</p>	<p>Collaboration</p> <p>Navigate team dynamics, build trust, and create environments where people want to contribute.</p>



PRESS, MEDIA & RECOGNITION

External Signals

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.	

SELECTED PROJECTS

Distinctive Portfolio

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.

TECHNOLOGY PHILOSOPHY

Human-Centered AI

Artificial intelligence should make people more capable rather than replace them. Across products, workshops, publishing programs, and executive education, the through-line is practical adoption: helping people use technology confidently, ethically, and creatively.

Personal Website: www.anthonyjoiner.com | **Brand:** www.blooksy.com | **Email:** blooksy@blooksy.com