Anthony Micallef



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SUMMARY

Successful **Creative Media Strategist and Video Producer** with **6+ years** experience in making videos, strong digital presentation, and growing an online audience. I scaled the **focused** content channel Anton Retro to **77,000+ subscribers** and over **30 million total views**. My work focuses on content strategy, detailed game analysis, and expertise in post-production workflows.

EXPERIENCE & PROJECTS

Anton Retro - YouTube Channel — January 2018 – Present

Lead Content Producer

- **Grew** the YouTube brand, **Anton Retro**, to over **77,000 subscribers** and **30.2 million lifetime views**, making it a trusted voice in retro gaming hardware and analysis, focusing on Nintendo.
- **Produced and edited** over **250 videos** and many short form pieces. Pivoted content strategy to leverage YouTube Shorts, significantly expanding audience reach.
- Created concise, engaging content with confident on-camera presentation, specializing in detailed game reviews and hardware analysis.
- **Managed the entire production lifecycle**: ideation, scriptwriting, filming, editing, sound design, and motion graphics.
- Used YouTube Analytics and Search Console to guide creative choices, leading to millions of organic views from search and recommendations.
- Generated and managed revenue streams from ad revenue, affiliate marketing, and brand partnerships, including working with companies like Surfshark VPN, TEMU, and **GFUEL**.

EDUCATION

Multimedia Design and Development (Diploma)

Humber College Northern Campus **— Sept 2021 – June 2023**

- Coursework included Video Production, Motion Graphics, Interactive Media Development (HTML/CSS/JS), and UI/UX Design.
- Finished in-person classes after doing a year of online-only school.
- Used design thinking to make digital products and campaigns focused on the user.

HOBBIES

Expert Knowledge of Nintendo Franchises & Gaming Industry:

- Nintendo game collection and historical research.
- Attending gaming expos and swap meets.
- Passionate Theme Park Fan and enthusiast.

TECHNICAL SKILLS & EQUIPMENT

Creative/Software Proficiencies

- Video Editing Software: Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve
- Digital Strategy: YouTube Studio, Google Analytics & SEO
- Project Management: Trello, G Suite
- Basic HTML, CSS, JavaScript

Technical Setup

- ELGATO HD60S Capture Card
- Shure MV7 Microphone
- PC Build: NZXT, Ryzen 5 5600X, RTX 3060