

Anthony De Rosa

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Strategy Editor, The Wall Street Journal

“[Journalist of the Year](#)” from [El Mundo](#) in 2013 and “Best Innovation in Storytelling” from Reuters in 2011. Featured in [AdWeek](#), [New York Magazine](#), [Details](#), [Politico](#), and [New York Times](#). Emmy winning team in [2017](#), nominated in [2018](#) and [2019](#), [Cannes Lion winner](#), [Two Clio awards](#)

Strategy Editor, The Wall Street Journal (March 2020 to Present)

- Work closely with coverage chiefs to set our news agenda in a way that both meets our journalistic and audience goals
- Help launch a new newsroom group delivering "news you can use" for career development, job seekers, and financial literacy
- Launched a new flagship newsletter for non-subscribers called "Notes on the News" to appeal to a broader, younger and more diverse audience than the traditional core Journal prospect
- Helping drive innovation across the newsroom through strategic projects, with a foundation in data-informed decision making.
- Work closely with our Data Science team to identify opportunities based on reader behaviors. Proficient in SQL, Google DataStudio, BigQuery to write queries and generate reports to better dive and deliver insights from our audience data pool.
- Currently focused on the U.S. News and Washington bureaus. Previous desks I worked with for Strategy include Sports, Investigations and Enterprise.

Digital Production Manager, The Daily Show (Sept 2015 to March 2020)

- Manage the digital production of the show, including original content created exclusively for online viewing. Work alongside producers and writers to develop ideas for both on-air and online. Oversee development of digital projects that range from live news event coverage, Snapchat and Instagram story production to building interactive websites.
- The Daily Show is the #1 most engaged and most talked about show in Late Night on social. We rank #5 in total social audience among millennials, ahead of properties like VICE, NowThis News, Barstool and Complex and ahead of all Late Night peers.
- In 2017, our digital team took home the first Emmy Award for Trevor Noah's Daily Show. We've been Emmy nominated for Outstanding Interactive Program in 2018 and 2019.
- In 2018, I helped produce the Donald J. Trump Twitter Library Book, which is a New York Times Bestseller.
- Launched in 2017, I helped produce our "Donald J. Trump Twitter Library," a pop-up interactive experience that has toured several cities across America, including New York, Chicago and Los Angeles. In 2018, our pop-up won a Cannes Lions Grand Prix Award and two Clio awards.

Editor-in-Chief, Circa News (June 2013 to June 2015)

- Responsible for all editorial operations. Managed a team of 12.
- Circa News was awarded by Google and Apple as among the best apps of 2013.
- Cited in the [New York Times Digital Innovation Report](#) as one of the leading digital news organizations that the Times needed to emulate to catch up to the digital innovation of its peers.

Adjunct Professor of Journalism, New York University (Jan 2012 to May 2012)

- Teach graduate students to verify real-time information for digital reporting.

Social Media Editor / TV Host / Columnist, Reuters News (July 2011 to June 2013)

- Integrated social media into Reuters platforms.

- Led live rolling coverage of big breaking news events on Reuters.com
- Managed live rolling coverage of scheduled events such as the 2012 Presidential Election, 2012 Olympics and World Economic Forum on Reuters.com
- Hosted a Reuters TV show called Tech Tonic.
- Contributor to Reuters Opinion as a columnist on tech and media topics.
- Contributor to Wired, Fast Company, the Los Angeles Times, IFC and others.

API Product Manager, Reuters Media (Oct 2010 to July 2011)

- Developing and managing strategic partnerships with media clients.

Partner Manager, Thomson Reuters (June 2006 to Oct 2010)

- Managed large scale technology projects for our biggest tax software clients.

Editor-in-Chief at SNY (Nov 2007 to July 2009)

- New York Mets and New York Giants reporter.

Project Manager, Bristol Myers Squibb (June 2000 to May 2006)

- Managed large scale technology projects.

Web Engineer at Merrill Lynch (Jan 2000 to May 2000)

- Managed Merrill Lynch's institutional investor portfolio website.

Director of Digital Media, Newmark Knight Frank (Jan 1999 to Dec 1999)

- Managed the website for one of the world's largest commercial real estate companies.

Publications

- [Verification Handbook](#), European Journalism Centre (Jan 2014)
 - Tools, techniques, and step-by-step guidelines for verifying real-time content.
- [The Donald J. Trump Presidential Twitter Library Book](#)
 - New York Times Bestseller