

Product and Editorial Leader

Anthony DeRosa

antderosa.com

anthony@antderosa.com

732-670-6146

Highlights

- Emmy Award-winning digital production manager at The Daily Show
- Launched three startups, most recently a private membership community for business leaders
- Led digital strategy at The Wall Street Journal, doubled our diminishing subscriber base
- Managed Reuters' global news API, won Best Innovation in Storytelling, grew social by 400%
- Led the newsroom at innovative mobile news app Circa and won Best App on Apple + Android

Experience

Pluralsight, VP of Newsletters and Programming

Nov 2024 - Present

Pluralsight helps organizations, teams, and individuals build better products with online courses and data-driven insights that fuel skill development and improve processes.

I lead a team producing newsletters aimed at practitioners in the AI, Cybersecurity and Cloud Computing industries.

ON_Discourse, Head of Content and Product

May 2023 - Sept 2024

Led content and product for a new private membership community of business leaders participating in the Discipline of Discourse to cultivate perspectives, decision-making, and meaningful relationships.

- Successfully launched website and delivered updates, including Living Issues, for a new private membership community of business leaders.
- Grew social and newsletter readership by 30% over the past year, converting readers into members.
- Launched an expert network and collaborated with events team to produce high-impact virtual and in-person events.
- Produced two successful podcasts: Playing Business and The ON_Discourse Podcast

The Wall Street Journal, Strategy Editor

Mar 2020 - Dec 2022

Joined a new Strategy team, setting the news agenda to meet our journalistic and audience goals.

- Before our strategy team had formed, subscriptions had plateaued. After we implemented our playbook, they doubled.
- Co-authored a pivotal strategy report we spent months researching and writing, and then executed our playbook throughout the company.
- Successfully launched a "news you can use" newsroom group, boosting SEO performance through highly relevant content on career development, job seeking, and financial literacy.
- Spearheaded the creation of "Notes on the News," a flagship newsletter that achieved a 15% increase in open rates while successfully expanding readership to a younger, more diverse demographic beyond the traditional Journal audience.
- Collaborated with the Data Science team to uncover valuable insights into reader behaviors, driving strategic opportunities for growth and engagement.

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The Daily Show, Digital Production Manager

Sept 2015 - Mar 2020

Managed digital production for one of the longest-running television programs in history. Worked alongside producers and writers to develop ideas for both on-air and online. Oversaw development of digital projects that range from live news event coverage, Snapchat and Instagram story production, and 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.

Circa News, Editor-in-Chief

June 2013 - June 2015

Responsible for all editorial operations and managed a team of 12. Reimagined news presentation beyond traditional models, focusing on easily digestible "atoms" of information for mobile users.

- Circa was 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.

Reuters News, Social Media Editor / TV Host / Columnist

July 2011 - June 2013

Revolutionized the digital presence at Reuters, overseeing 30 social media accounts and guiding 3,000 writers.

- Integrated social media into Reuters platforms and grew our social audience by 400%.
- 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.

Earlier Experience

- Adjunct Professor of Journalism, New York University (2012)
- Partner Manager, Thomson Reuters (2006-2010)
- Product Manager, Bristol Myers Squibb (2000-2006)
- Web Engineer, Merrill Lynch (2000)
- Webmaster, Newmark (1999)

Publications

- Verification Handbook, European Journalism Centre (2014)

Industry Recognition

- [Journalist of the Year](#) (2013)
- [Cannes Lion winner](#) (2018)
- [Two Clio awards](#) (2018)
- Featured in [AdWeek](#), [New York Magazine](#), [Details](#), [Politico](#), and [The New York Times](#)

You can read testimonials from people who have admired my work [here](#).