

Anthony DeRosa

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PROFESSIONAL SUMMARY

Editorial and product leader who builds B2B newsletter audiences for technical buyers - CIOs, CTOs, CISOs, and engineering leaders. At Pluralsight, built three from-zero newsletters with 50-63% open rates and 6% CTR, plus the audience segmentation infrastructure the sales team used to accelerate enterprise deals. 25 years across Reuters, The Wall Street Journal, The Daily Show, and three startups, with a through-line in subscriber growth, brand authority, and turning trusted editorial into measurable business outcomes. Portfolio: antderosa.com.

CORE COMPETENCIES

B2B Newsletter Strategy

Subscriber Growth & LTV

Multi-Brand Strategy

Audience Segmentation

Sales Enablement Content

Marketing Operations

Technical Buyer Marketing

Editorial Voice & Standards

WORK EXPERIENCE

Pluralsight

Nov 2024 - Present

VP of Newsletters and Programming - Remote

- Built and launched Pluralsight's editorial media operation from zero - three B2B newsletters targeting **CIOs, CTOs, CISOs, and L&D leaders** across AI strategy, cloud infrastructure, and cybersecurity.
- Positioned the program as independent industry intelligence - modeled on Stripe Press and MIT Technology Review - rather than content marketing, driving C-suite trust and **sales team adoption as a deal-velocity asset**.
- Built **audience segmentation infrastructure** for the enterprise subscriber base; led migration from Mailchimp to Iterable to support segmented campaigns and demand-gen experiments.
- Surpassed annual subscriber goal ahead of schedule; daily signups averaging in the hundreds of new external subscribers.
- Achieved **open rates of 50-63% and click rates up to 6%** - well above B2B benchmarks - translating to lower acquisition cost per qualified read.
- Hired and managed a three-person editorial team plus podcast host; established editorial voice, standards, and style guide across the portfolio.

ON_Discourse

May 2023 - Sept 2024

Head of Content and Product - Remote

- Launched website and member experience for a new **private membership community of business leaders**, including the Living Issues product.
- Grew social and newsletter readership **30% year-over-year**, converting readers into paying members through targeted nurture programs.
- Launched an expert network and partnered with the events team to produce high-impact virtual and in-person events as a member acquisition channel.
- Produced two podcasts (Playing Business and The ON_Discourse Podcast) as owned-media distribution beyond the newsletter.

The Wall Street Journal

Mar 2020 - Dec 2022

Strategy Editor - New York, NY

- Joined a new Strategy team that set the news agenda against journalistic and audience goals; **subscriptions grew from ~3M to ~3.7M** after the playbook was implemented.
- Co-authored a pivotal multi-month strategy report and executed the playbook across the newsroom.
- Launched a "news you can use" newsroom group, boosting SEO performance through highly relevant content on career, job-seeking, and financial literacy - a pipeline play for younger subscribers.
- Spearheaded the creation of "Notes on the News," a flagship newsletter that delivered a **15% lift in open rates** and expanded readership to a younger, more diverse demographic.
- Partnered with Data Science to surface reader-behavior insights that drove growth and engagement strategy.

The Daily Show

Sept 2015 - Mar 2020

Digital Production Manager - New York, NY

- Oversaw digital production - live news coverage, Snapchat and Instagram story production, interactive sites - for one of the longest-running shows in TV history.
- Ranked **#1 most engaged and most talked-about late-night show on social**, and #5 in total social audience among millennials - ahead of VICE, NowThis, Barstool, Complex, and all late-night peers.
- Recognition: Emmy Award; Cannes Lions Grand Prix; two Clio awards.

Circa News

June 2013 - June 2015

Editor-in-Chief - Remote

- Owned editorial operations and managed a team of 12; reimagined news presentation around mobile-native "atoms" of information.
- Cited in the New York Times Digital Innovation Report as one of the leading digital news organizations the Times needed to emulate to catch up to its peers.

Reuters News

July 2011 - June 2013

Social Media Editor / TV Host / Columnist - New York, NY

- Integrated social into Reuters platforms across 30 accounts and 3,000 writers; **grew social audience 400%**.
- Led live rolling coverage of major events on Reuters.com (2012 Presidential Election, 2012 Olympics, World Economic Forum).
- Hosted the Reuters TV show Tech Tonic; columnist for Reuters Opinion on tech and media; contributor to Wired, Fast Company, the LA Times, and IFC.

Earlier Experience

1999 - 2012

- 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)

RECOGNITION & PUBLICATIONS

Awards: Emmy Award (The Daily Show) | Cannes Lions Grand Prix (2018) | Two Clio Awards (2018) | Journalist of the Year (2013)

Publications: Verification Handbook, European Journalism Centre (2014)

Featured In: AdWeek, New York Magazine, Details, Politico, The New York Times

SKILLS

Audience & Editorial: B2B newsletter strategy, subscriber growth, editorial voice, brand standards, multi-brand portfolio management, technical buyer marketing

Marketing Ops: Iterable, Mailchimp, audience segmentation, ESP migration, A/B testing, deliverability, lifecycle programs

Commercial: Sales enablement content, audience insights packages, ABM foundations, demand-gen experiments, case study development

Distribution & Analytics: SEO, social platforms, podcast production, engagement & conversion analytics

Leadership: Team hiring & management, cross-functional partnership with sales/product/data, CEO and C-suite stakeholder communication