

Anthony DeRosa

Product Marketing / GTM Content / Audience Systems

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Boston, MA

Content systems leader with 20+ years turning editorial judgment, product thinking, and audience growth into operating systems for complex markets. At Pluralsight, The Wall Street Journal, Reuters, and ON_Discourse, I built newsletters, podcasts, audience programs, and editorial operations from zero — including a B2B media function with 50–63% open rates. Recognition includes an Emmy, a Cannes Lions Grand Prix, and two Clio Awards.

PRODUCT MARKETING

GTM CONTENT STRATEGY

EXECUTIVE AUDIENCES

MARKET INTELLIGENCE

SALES ENABLEMENT

OWNED MEDIA

NEWSLETTER GROWTH

EDITORIAL OPERATIONS

EXPERIENCE

Pluralsight — VP of Newsletters & Programming / GTM Content Strategy

Nov 2024 – Present · Remote

- Built Pluralsight's B2B strategic content and market intelligence function from zero — three newsletters and a podcast targeting CIOs, CTOs, CISOs, and L&D leaders across AI, cloud, cybersecurity, and workforce transformation.
- Positioned the program as independent industry intelligence — modeled on Stripe Press and MIT Technology Review — earning C-suite trust and direct adoption by sales, marketing, customer success, and enablement.
- Doubled the annual subscriber goal in under a year, with open rates of **50–63%** and click rates up to 6% — well above B2B benchmarks.
- Built audience segmentation infrastructure; led migration from Mailchimp to Iterable for lifecycle programs and demand-gen experiments.
- Hired and managed a three-person editorial team plus podcast host; established voice, standards, style guide, and a repeatable operating model.

ON_Discourse — Head of Content & Product

May 2023 – Sept 2024 · Remote

- Launched the 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 produced 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 — Strategy Editor

Mar 2020 – Dec 2022 · New York, NY

- Co-authored a pivotal multi-month newsroom strategy report and executed the playbook; subscriptions grew from ~3M to ~3.7M. Partnered with Data Science on reader-behavior insights.
- Spearheaded *Notes on the News*, a flagship newsletter delivering a **15% lift in open rates** and a younger, more diverse readership.
- Launched a "news you can use" newsroom group, boosting SEO through career, job-seeking, and financial-literacy content — a pipeline play for younger subscribers.

The Daily Show — Digital Production Manager

Sept 2015 – Mar 2020 · New York, NY

- Oversaw digital production — live news coverage, Snapchat and Instagram stories, interactive sites — for one of the longest-running shows in TV history.
- Ranked **#1 most engaged late-night show on social** and #5 in total social audience among millennials — ahead of VICE, NowThis, and all late-night peers. Work recognized with an Emmy, a Cannes Lions Grand Prix, and two Clios.

Circa News — Editor-in-Chief

June 2013 – June 2015 · Remote

- Owned editorial operations and managed a team of 12; reimaged news presentation around mobile-native "atoms" of information. Cited in the New York Times Digital Innovation Report as a leading digital news organization the Times needed to emulate.

Reuters News — Social Media Editor / TV Host / Columnist

July 2011 – June 2013 · New York, NY

- Integrated social across 30 accounts and 3,000 writers; grew social audience **400%**.
- Led live rolling coverage of major events on Reuters.com; hosted *Tech Tonic*; columnist for Reuters Opinion on tech and media.

Earlier Experience · 1999 – 2012

Adjunct Professor of Journalism, NYU (2012) · Partner Manager, Thomson Reuters (2006–2010), product owner for the Reuters News API partner program · Product Manager, Bristol Myers Squibb (2000–2006) · Web Engineer, Merrill Lynch (2000) · Webmaster, Newmark (1999)

RECOGNITION

Emmy Award — The Daily Show · Cannes Lions Grand Prix (2018) · Two Clio Awards (2018) · Journalist of the Year, El Mundo (2013) · Verification Handbook, European Journalism Centre (2014) · Featured in AdWeek, New York Magazine, Politico, The New York Times

SKILLS

Audience & Editorial: executive audience development, owned media strategy, editorial voice, technical buyer marketing

Marketing Ops: Iterable, Mailchimp, audience segmentation, ESP migration, lifecycle programs

AI Tooling: power user of Claude Code, Claude Cowork, and OpenAI Codex — agentic workflows for content ops, prototyping, and automation

Commercial: sales enablement content, market intelligence packages, demand-gen experiments

Leadership: team hiring & management, cross-functional partnership with sales/product/data, C-suite communication