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Social Media, Community, Content, Leadership

SUMMARY

10+ years of experience creating, leading, and executing award-winning social media campaigns. Accolades include a “thank you” call from President Obama for grassroots efforts in 2008, L.A. City Hall recognition for contributions to the Los Angeles cycling community, and multiple awards and nominations with the digital team at NBC.

EXPERIENCE

Freelance Consulting

January 2015–Present

- Comprehensively create and facilitate social media and community launch strategies for early-stage startups

Technicolor Ventures – CreativeDistrict.com

Director of Community and Content

January 2014–November 2014

- Successfully built a community of 20,000+ members for a professional network dubbed “[a LinkedIn for filmmakers](#)” in under 10 months
- Conceptualized and executed CD’s digital marketing and outreach plan, managing all email, social media, blogging, and offline outreach
- Planned and hosted events representing the brand both locally and at trade shows and conventions, including SXSW and Sundance Film Festival

NBC Universal – The Voice

Manager, Social Media

January 2012–January 2014 (Seasons 2-6)

- Heavy social media management and creative direction from conceptualization to execution
- Consistently produced copy, photo and video content for all social platforms, as well as live-tweeting and on-the-fly content production on location
- Prepared social media best practices guidelines and led training sessions for cast and talent each season
- Primary point of contact for all VIP talent social coordination, NBC Digital Marketing, legal, and The Voice production company
- Developed online persona and produced all copy and visual content for [@purrfectthecat](#) – a “*breakout star of the show*” gaining additional publicity for the show, and a following of 60,000+ on Twitter
- Managed a team of 3-4 social media managers and partnering agencies
- Successfully built the second largest Twitter following in TV

NBC Universal – Ready for Love

Social Media Manager

May 2012–August 2012

- Provided specialized social media training for all contestants
- Heavily embedded in production to gather, produce and log content to be distributed prior to and during air
- Consistently coordinated social planning with NBC and production

Obama for America

Community Manager – Volunteer

2004–2007

- Creator of the largest grassroots online community via Myspace for Obama leading up to 2008 Presidential Campaigns that pioneered the use of social in campaigning and beyond
- Recognized as first of its kind in political campaigning, the influential community served as a primary hub for online supporters, registering thousands of new voters and contributed to establishing current status quo in online political campaigns
- Carefully curated news, blogs, and user-generated content from around the web, optimized for viral sharing throughout
- Obama's Myspace presence credited as providing a *“major inspiration for the Obama campaign”*, a feat documented and published in several campaign books

EDUCATION

- Youngstown State University
1997–2000
Music Education/Performance, English

NOTABLE

- Top blogger on KPCC's “The Freeway” project
- Organizer of [#FlightVsBike](#) challenge
- Creator of popular directory of hyperlocal hashtags for cyclists (ex. #BikeLA)