

ANTHONY ALICEA

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Content and production leader with 10+ years of experience developing content strategy, managing and mentoring teams, and producing original video across the entertainment industry. Track record of growing audiences at scale, including expanding Rotten Tomatoes' social audience to 12.4M+ and generating 2.2B+ annual video views, while building original video franchises and leading real-time coverage of the Oscars, Emmys, and Comic-Con. Skilled at managing production workflows, editorial calendars, and cross-functional teams to deliver high-quality video content under tight deadlines.

EXPERIENCE

Rotten Tomatoes

Senior Producer, Content & Strategy

Jan 2023 – Present

- Developed and directed content strategy across video, social, editorial, and emerging platforms, translating audience insights and entertainment trends into culturally relevant storytelling that drove measurable audience growth
- Led video programming and audience development across Rotten Tomatoes' social platforms, growing the audience to 12.5M and generating 4.3B+ annual impressions and 2.2B+ video views, up 64% year over year.
- Managed and mentored a team of producers and creators, setting daily priorities, providing ongoing feedback, and guiding story development within an inclusive, high-performing team.
- Drove real-time content strategy across film festivals, fan conventions, premieres, awards shows, and franchise launches, producing timely video and talent-driven stories around major entertainment moments.
- Conceptualized and launched original video series, recurring formats, and host-led franchises, shaping creative direction, story structure, and episode flow from concept through production.
- Oversaw production workflows, timelines, and deliverables across simultaneous video and multiplatform projects, maintaining quality under tight deadlines.
- Directed collaboration across social, editorial, video production, creative, marketing, design, communications, paid media, and ad sales to align campaign strategy, messaging, creative development, and execution.

Producer

Dec 2018 - Jan 2023

- Collaborated closely with editorial and curation teams to identify culturally relevant films, talent, and entertainment moments for amplification across Rotten Tomatoes platforms and social channels.
- Executed cross-platform content strategies tied to film and TV releases, using audience insights, social listening, and cultural trends to maximize reach and engagement.
- Led Rotten Tomatoes' content strategy alongside major studios and streaming partners, developing talent-driven campaigns, branded content opportunities, original programming, and promotional initiatives tied to high-profile releases.

Fandango

Associate Producer

Oct 2016 - Dec 2018

- Steered social strategy and content execution across Rotten Tomatoes and Fandango platforms, developing tailored, platform-native activations tied to film, streaming, and entertainment releases.
- Drove audience growth through social-first programming, real-time content coverage, video production, and trend-informed storytelling across emerging and established platforms.

Content Curator

Sep 2014 – Oct 2016

- Curated and organized licensed film content for Fandango Movieclips' YouTube network, identifying culturally relevant and high-performing scenes to support audience engagement and content discoverability.
- Managed metadata tagging, quality control, and content organization across large studio libraries, optimizing search performance, playlist strategy, and platform compliance for digital distribution.

EDUCATION

The Pennsylvania State University

Bachelor of Science in Business Management | Minor in Film Studies

SKILLS

Video Production, Original Series Development, Story Development, Editorial Strategy, Daily News Coverage, Live Event Coverage, Production Management, Editorial Calendars, Team Leadership, Audience Development, Social & Platform Strategy, Cross-Functional Collaboration