

# Anthony Anchelowitz

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West Hollywood, CA

*Adaptable producer and strategist with over five years of experience at multimedia production companies, specializing in developing and producing talent-driven content across the digital, live, film, TV and branded content sectors. With a diverse skill set across both scripted and unscripted production, and a deep passion for music's role in storytelling, I aim to produce content that pushes boundaries, unifies art forms, and marries commercial appeal with critical acclaim.*

## PROFESSIONAL EXPERIENCE

### **OBB Media**

**Los Angeles, CA**

*Manager, Strategy & Talent Partnerships*

*February 2023–Present*

- Foster relationships with reps, studios and labels to source and structure talent-driven projects and partnerships. See those projects through development, production, post and all the way through release.
- Spearhead partner collaborations and events: I.E. producing pop-up concert for The Kid LAROI at El Rey Theatre, overseeing merch collab with Reebok that yielded 122% surge in social engagement for both brands, and producing & managing guest list for OBB Studios launch with \$400K budget, 40+ VIP guests, and performances by Justin Bieber and The Kid LAROI.
- Support brand development as company evolves into a 360 multimedia studio (including developing content strategy, socials, PR, decks, merch, etc). Brand efforts yielded a 200%+ increase in social following over 1 year.
- **Select Projects:** Produced the [iHeartRadio Jingle Ball Special \(2023\)](#) for ABC and Hulu – featuring Olivia Rodrigo, SZA, Cher and more – which brought the highest total viewer delivery (9.5MM) since the event was first televised in 2013. Associate Producing *CHILD STAR*, Demi Lovato's directorial debut set to premiere on Hulu Q4 2024.

*Executive Assistant to the CEO/Founder*

*March 2021–January 2023*

- Executed dynamic scheduling, logistics, and communications for CEO in a talent-focused environment, providing white-glove service to high-profile clients. Thrived in a fast-paced setting while managing the Second Assistant.
- **Select Projects:** Associate Produced [Inside Kylie Cosmetics](#) – a digital, branded docu-series about the making and curating of the billion dollar brand – which accumulated over 17MM views. Also helped helm *Justin Bieber: Our World* premiere event in conjunction with Amazon, managing guest list of 200 including 40+ VIP arrivals, collaborating with key stakeholders to curate ambiance and aesthetics, and planning an after-afterparty at Carbone for VIPs.

### **Burr! Productions (Kristin Burr)**

**Burbank, CA**

*Executive Assistant to the Principal*

*April 2019-February 2021*

- Managed high-volume office with frequently changing schedules – coordinating travel, rolling calls, and taking notes.
- Developed and executed systems during company's transition from Disney lot to independent operation, enhancing internal communication and streamlining operations by building project lists, tracking grids, and status reports.
- **Select Projects:** *Cruella* (2021), *The Unbearable Weight of Massive Talent* (2021), *Jingle Jangle* (2020)

### **Marc Platt Productions**

**Universal City, CA**

*Development Intern (long-term)*

*August 2018-April 2019*

- Extensive script and book coverage, including feedback on existing projects.
- Covered desks for Executive Assistants (Marc Platt, Adam Siegel, Jared LeBoff).
- Worked as on-set PA for *Rent: Live* (2019, Fox) and workshop reading for *The Giver* musical (2018).

## EDUCATION

### **UNIVERSITY OF PENNSYLVANIA**

**Philadelphia, PA**

**Double Major:** Bachelor of Science in Communications, Cinema & Media Studies | Graduated Cum Laude

*May 2018*

**Awards:** Distinguished Alumni Service Award – for producing the first-ever Penn performing arts event at Carnegie Hall (December 2018), which has since become an annual fundraiser for the arts.

## ADDITIONAL SKILLS & INTERESTS

- **Skills:** Project Development & Evaluation, Deck Building, Pitching & Presenting, Team Management, Budget Management, Vendor Relations, AVID, WIX, Asana, MS Office, GoogleSuite, Canva
- **Interests:** Pop culture, photography, skiing, music, travel
- **Film Picks:** *Booksmart* (2019), *La La Land* (2016), *Birdman* (2014), *Captain Fantastic* (2016), *EEAAO* (2022), *Easy A* (2010)
- **TV Picks:** *I May Destroy You*, *Search Party*, *Sex Education*, *The Traitors*, anything on an HBO Sunday night
- **Music Video Picks:** [Tous Les Mêmes](#) (Stromae), [The Less I Know The Better](#) (Tame Impala), [Telephone](#) (Lady Gaga)