

ANTHONY SOLIS

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SUMMARY

Senior content and brand leader with 9+ years directing social, editorial, and communications strategy across sports, entertainment, and technology, managing teams and budgets up to \$1M. Career totals: 500M+ impressions, 100M+ video views, and 1M+ followers across channels owned and run. Specializes in translating complex technical and high-stakes subject matter into content that earns attention from fans, developers, and institutions alike.

EXPERIENCE

Candy Digital

Marketing & Communications Lead (contract)

Apr 2026 – Present

- Rehired under new ownership to lead marketing and communications, managing two coordinators across brand, social, and paid.
- Led marketing for three product launches that drove near-instant sellouts and generated \$110K+ in revenue.
- Own paid acquisition across channels, host live streams, and secure C-suite podcast and media appearances through outlet relationships.

Senior Marketing Manager (promoted from Senior Social Media Manager)

Jan 2023 – Nov 2025

- Owned brand content and social strategy across X, Instagram, LinkedIn, and TikTok, spanning 20+ product launches and an ongoing executive thought leadership program, organic and paid.
- Managed a \$1M budget across MLB player ambassador, influencer, and talent collaborations, authoring the ambassador and influencer playbook that set partner selection criteria for the program.
- Wrote the Candy Digital content playbook and brand standards governing how content gets made across the organization, and built AI-integrated editorial workflows adopted by the team.
- Managed and mentored a team of three, building early-career development tracks, and partnered with Talent Acquisition on recruiting content.
- Campaign highlights: Freckle TV trivia series (20K+ new accounts), Jazz Chisholm Jr. athlete partnership (nearly tripled sales), CandyVision Home Run Derby Challenge (\$50K in two weeks).

Horizen Labs (zkVerify & Horizen)

Social Media & Content Manager

Mar 2025 – Aug 2026

- Sole marketing owner for two protocols, owning strategy, brand narrative, and execution across blog, video, X, LinkedIn, Spaces, and live streams, with Business Development, DevRel, and the C-suite.
- Led the zkVerify mainnet launch and VFY token generation event, driving 12.8M impressions at a sustained 14.1% engagement rate and 66.7K profile visits through a primarily organic campaign.
- Launched two newsletters, each surpassing 100,000 subscribers, and wrote the content playbook for both protocols.
- Produced short-form video campaigns translating deep technical topics into digestible content.
- Directed the ZEN staking launch, driving 500K+ ZEN staked in week one and 3M+ impressions.
- Reported campaign performance to the C-suite, iterating on winning formats, and cleared all external content against regulatory and compliance standards.

RECUR

Social Media Manager

Feb 2022 – Dec 2022

- Managed a team of three and wrote the company content playbook, establishing the editorial voice for a category with no existing conventions, across campaigns for NCAA, Nickelodeon, Paramount, and Sanrio.
- Launched the first-ever Nickelodeon NFT line, driving 60,000+ new social followers in a single week, trending on X, earning 4M impressions, and ranking #1 on OpenSea.
- Led social and influencer strategy for NFTU, the first licensed NCAA basketball collectible, featuring Carmelo Anthony, Paul Pierce, and Blake Griffin.

MLB Players Association

Global Communications & Social Media Manager (promoted twice from intern)

Jan 2018 – Feb 2022

- Led brand content and communications strategy for a high-profile, stakeholder-driven organization, managing a team of two across league priorities, player advocacy, and corporate reputation.
- Oversaw messaging through sensitive, high-visibility moments, balancing transparency and regulatory considerations across legal, executive, league, and player stakeholders.
- Created the Hispanic Heritage Month program, 30 bespoke designs honoring Latino MLB players that carried from social feeds onto big-league batting practice, and produced the Topps Project 70 artist profile series.
- Partnered with MLB clubs, athletes, and national media to amplify key initiatives while maintaining message control.

Early career: Social Media Intern | Barstool Sports

Jul 2017 – Jan 2018

SKILLS, TOOLS & EDUCATION

Brand & Content Strategy | Editorial Direction | Team Leadership | Executive Thought Leadership | Short-Form Video | Organic & Paid | Influencer & Partnership Marketing | AI-Assisted Content Workflows | Sprout Social | Typefully | Google Analytics | Adobe Creative Suite Figma | Notion | English (Native), Spanish (Fluent)

BA Broadcast Journalism, Minor in Spanish | Pennsylvania State University