

TONY PINIZZOTTO

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See work samples: www.tonypinizzotto.com

CREATIVE SERVICES & MARKETING PROFESSIONAL

Target Role: Executive Director, Creative | VP of Marketing | Head of Content Strategy

Innovative and results-driven professional with over 20 years of experience in TV and entertainment marketing, specializing in promo copywriting, campaign management, and creative direction. Proven ability to conceptualize and execute impactful marketing strategies, foster cross-functional collaboration, and drive audience engagement. Dedicated to delivering high-quality campaigns for TV, Film, and live theatrical entertainment sectors. Adept at team leadership, workflow optimization, and delivering results under tight deadlines.

Specialized Expertise

Brand Strategy • Integrated Marketing Campaigns • Multiplatform Content Strategy • Original Content Development • FAST Channel Programming & Promotion

Core Competencies

Creative Direction & Project Leadership • Promo Copywriting & Campaign Management • Team Leadership • Workflow Optimization • TV Marketing & Promotions • Event Production & Celebrity Relations • Social Media • Content Strategy • Budget Management & Cost Optimization • Adobe Creative Suite & Microsoft Office

Career Highlights

- **Strategic Leadership:** Directs creative services for 12+ television networks, managing high-impact campaigns, programming stunts, and team workflows to drive audience engagement and revenue growth.
- **Cultural Innovator:** Founded National Game Show Day and Quiz Show Expo, pioneering industry-first events, generating millions in revenue and positions the brand as a leader in game show entertainment.
- **Award-Winning Expertise:** Recipient of three Bronze Telly Awards for excellence in promo copywriting and campaign management, as well as official selection for Best Short Film Script at a recognized film festival, demonstrating a diverse and creative portfolio of accomplishments.
- **Comprehensive TV Marketing Experience:** Over 20 years of experience in TV and entertainment promotions, including copywriting, on-air campaign development, and celebrity relations, with a track record of increasing viewership by up to 30%.
- **Industry Innovation:** Led the development of National Game Show Day and Quiz Show Expo, two franchise-defining events that established new brand equity and drove multi-million-dollar engagement.

Professional Experience

Executive Director, Creative | *Fremantle*

2015 – Present

Strategic leader overseeing creative operations, marketing initiatives, and brand development for 12+ television networks specializing in game show classics and unscripted programming. Spearheads the creation and execution of high-impact marketing campaigns while ensuring alignment with organizational goals and audience engagement strategies. Direct multi-disciplinary teams, including graphic designers, editors, and producers, to deliver innovative content and maintain brand integrity across platforms.

- **Creative Leadership:** Conceptualized and executed large-scale programming campaigns, including *Betty White Christmas*, *Black Game Show Greats*, and *Lost and Found*, significantly boosting viewer engagement and network visibility.

- **Cross-Platform Management:** Streamlines promo scheduling and ensure consistent branding across digital, on-air, and social media platforms for seamless audience interaction.
- **Operational Excellence:** Creates and maintains detailed workflow charts and scheduling systems to optimize team efficiency, delivering projects ahead of deadlines without compromising quality.
- **Music Licensing & Compliance:** Manages music cue tracking and reporting, collaborating with legal teams to ensure all creative content adheres to copyright and licensing agreements.
- **Campaign Analytics:** Monitors and analyze campaign performance, using insights to refine strategies and improve key performance indicators, including viewership and ad revenue.
- **Team Mentorship:** Guides a team of editors and graphic designers, fostering professional development and creative excellence while advocating for expanded resources to meet growing operational demands.
- **Social Media Strategy:** Directs the development of engaging social media content for celebrity promotions and special events, contributing to increased brand loyalty and audience retention.
- **Innovative Programming Stunts:** Designs and produces unique programming events such as *Black Game Show Greats*, *This Week in Game Show History*, and *Veterans Day Salute*, showcasing historical content with fresh, audience-driven narratives.
- **Event Strategy:** Developed signature promotional events, including National Game Show Day and Quiz Show Expo, that supported broader brand awareness and audience growth. Working with Game Show fans and 50+ celebrities, raising millions of dollars in additional revenue for Fremantle.

West Coast Promotion Shoot Coordinator | MeTV – Weigel Broadcasting Co.

2011 – 2015

Coordinated green screen shoots and on-air promos, ensuring smooth operations for production teams and talent. Collaborated with renowned celebrities such as Martin Landau and Nichelle Nichols, preparing them for camera and facilitating seamless shoot execution. Supported the Producer/Director from Chicago by managing on-site logistics, scheduling, and ensuring on-time delivery of promotional materials.

Early Career History

(Selected Roles Prior to 2011)

Marketing & Promotions Director, Weigel Broadcasting Co.
Creative Consultant – AD Specialty Items, *Caden Concepts, Inc.*
Central Vault Cashier, *NBC Universal Theme*
Sales Manager/Account Executive, Various Companies

- **Marketing Innovation:** As Marketing & Promotions Director at Weigel Broadcasting Co., increased viewership through the development of strategic, high-impact promo campaigns for multiple stations, including ABC South Bend and CBS Milwaukee.
- **Creative Presentation Skills:** As a Creative Consultant at Caden Concepts, designed engaging product pitches and dynamic presentations for high-profile entertainment clients, effectively bridging creative concepts with business objectives.
- **Operational & Creative Excellence:** At NBC Universal Theme Park, maintained a multi-million-dollar Central Vault balance with zero discrepancies, ensuring accurate financial reporting and compliance with organizational protocols. Additionally, contributed entertainment writing to EDGE MEDIA, showcasing expertise in content creation and insight into the entertainment industry.

Education

Bachelor of Arts in Speech Communications – *Rowan University* (formerly Glassboro State College)

Minor: Music Performance

Additional Skills & Competencies

Certification & Licensure: Microsoft Excel Level I & II, Pierce College Extension Program

Awards & Recognition: Winner of three Bronze Telly Awards for Promo Writing and Campaign Excellence; Bertelsmann Mentorship Program Participant.

Professional Affiliations: Member, Dramatists Guild of America; Member, Screen Actors Guild - AFTRA

Community Involvement: Volunteer Historian for Classic TV and Entertainment Projects