

TONY PINIZZOTTO

TonyPinizzotto@gmail.com

818.915.3675

- Over 2 decades of experience in TV/Film/Theatrical Marketing & Promotions.
- More than 2 decades specializing in TV Affiliate Promotions.
- 18 years of successfully managing budgets exceeding \$2M, proficient in various Microsoft and Adobe Applications.
- 20 years of expertise in managing & crafting celebrity social media content, skilled in Wide Orbit, PC and Mac Based Software.
- Creator of **National Game Show Day**, an officially recognized day on the National Day Calendar.
- Founder of **Quiz Show Expo**, the pioneering Game Show fan convention with over 50 celebrity guests, set pieces, Q&A panels, and more.

CREATIVE DIRECTOR

BUZZR-TV and Fremantle FAST Channels/Fremantle North America (2015-present)

- Manages the creative direction for over a dozen television networks' on-air marketing, corporate, and promotions. Game Show Classic Channels Marketing and Research.
- Handles day-to-day operations, such as:
 - Planning and scheduling on-air programming promos and campaigns.
 - Supervising graphic design and producer/editor workflows.
 - Developing, writing, and producing innovative campaigns and projects from inception to completion, while maintaining conceptual alignment with brand positioning.
- Originally hired as a Promo Coordinator, and promoted over my employment.

WEST COAST PROMOTION SHOOT COORDINATOR

MeTV – Weigel Broadcasting Co. (2011-2015)

- Managed several green screen shoots for a popular national TV channel's on-air promo, featuring well-known celebrities like Martin Landau, Tim Conway, Patty Duke, Nichelle Nichols, Sally Kellerman, and many others.

TELEVISION MARKETING AND PROMOTIONS

Weigel Broadcasting Co. (1997-2001)

WRITER/PRODUCER/EDITOR - (2001)

- Created promo content for Weigel's first run synd. O&O and classic TV programming. Media Composer AVID non-linear editing systems.
- Created Promo content for WCIU-TV, CH. 26 "The U," WBND-TV (ABC South Bend, IN) and WDJT-TV (CBS Milwaukee).
- Produced VO sessions with talent

MARKETING AND PROMOTIONS DIRECTOR - (1999-2001)

- Led the Promotions and Marketing Departments for WCIU-TV CH 26 “The U” Chicago, ABC South Bend, and CBS Milwaukee.
- Developed, organized, and implemented marketing plans, and crafted presentations for promotions and strategies.
- Boosted viewership by an average of 30%.
- Ensured consistent employee morale and support every day.

ASSISTANT MARKETING AND PROMOTIONS DIRECTOR - (1998-1999)

- Managed television promotions while handling outdoor, print, and radio campaigns.
- Managed affiliate syndication relations with a co-op budget of \$1 mil - \$2 mil.
- Handled day-to-day troubleshooting for company promotions, including line producing, production, organizing events, focus planning for shows, public relations, marketing, and sales materials.

PROMOTION COORDINATOR- (1997)

- Crafted press releases and promotional content for syndicated and network shows across three different stations.
- Managed celebrity talent travel arrangements and appearances during seasonal sweeps, while supporting publicity partners.
- Organized sales and promotional activities for various city events, celebrity appearances, and beyond.
- Designed company-branded premium items, negotiated prices, processed purchase orders, and oversaw production.

CREATIVE CONSULTANT – AD Specialty Items

Caden Concepts, Inc., Sherman Oaks CA

(2013-2014)

- Crafted engaging presentations and product pitches for the entertainment sector.
- Designed dynamic PowerPoint decks to highlight promotional products for leading clients in the entertainment and home video industries.

CENTRAL VAULT CASHIER

NBC Universal, Universal Studios Theme Park Universal City, CA

(2012-2013)

- Handled daily tasks such as:
 - Verifying cashier banks and drops;
 - Maintaining the Central Vault balance;
 - Recording departmental revenues;
 - Depositing money in the bank and counting cash and coins.
 - Operated and kept up high-volume Cummins bill and coin sorter machines.

SALES MANAGER/ACCOUNT EXECUTIVE – Various

(2003-2011)

- Goldline International, Inc. - Precious Metals Account Manager

- Dependable Warranty Group - Sales Manager for Auto Warranties
- Continental Warranty, Inc. - Sales Manager for Auto Warranties, previously Account Executive

EDUCATION

Graduated from Rowan University (formerly Glassboro State College) with a Bachelor of Arts in Speech Communications and a minor in Music Performance.