

# TONY PINIZZOTTO

818.915.3675

TonyPinizzotto@gmail.com

**16 years** TV/Film/Theatrical Marketing & Promotions  
**7 years** managing budgets \$2M+  
**9 years** managing & writing celebrity social media content

**10 years** TV Affiliate Promotions  
**Advanced** in a **multitude** of Microsoft and Adobe Applications  
**Experienced** w/Wide Orbit, PC and Mac Based Softwares

## ON-AIR MANAGER

### *BUZZR-TV/Fremantle Media North America*

- Oversees creative for television network on-air marketing, corporate and promotions.
- Day to day operations including, but not limited to:
  - Strategizing and scheduling On-air Programming promos and campaigns.
  - Managing Graphic Design and Producer/Editor Workflows.
  - Creation, writing, and producing original breakthrough campaigns and projects from start to finish with conceptual thinking aligned with brand positioning.

## TELEVISION MARKETING AND PROMOTIONS

### *Weigel Broadcasting Co.*

#### MARKETING AND PROMOTIONS DIRECTOR

- Directed the entire Promotions and Marketing Departments for WCIU-TV, ABC South Bend, and CBS Milwaukee.
- Created, packaged and executed marketing plans, preparing presentations for execution of promotions and strategies..
- Increased viewership by an average of 30%.
- Maintained overall employee morale and support on a daily basis.

#### ASSISTANT MARKETING AND PROMOTIONS DIRECTOR

- Executed multi-task television promotion management.
- Organized and executed outdoor, print, and radio campaigns.
- Executed affiliate syndication relations with estimated \$1 mil - \$2 mil co-op budget.
- Day-to-day trouble shooting in affairs of company promotions, including but not limited to: line producing, production, organization of promotional events, focus planning for new and established shows, public relations, events, marketing, and sales materials.

#### PROMOTION COORDINATOR

- Wrote press & publicity materials for syndicated and network based shows on 3 stations.
- Created and executed name celebrity talent travel and appearances during seasonal sweeps, while assisting with the needs of their publicity partners.
- Coordinated sales and promotional involvement with multitudes of city events, celebrity event appearances, and more.
- Developed company Ad specialty premium items, negotiated pricing, fulfilled purchase order requests, and executed production.

## WEST COAST PROMOTION SHOOT COORDINATOR

### *MeTV*

- Coordinated on-air promo green-screen shoot for national classic TV cable channel. Celebrities included Martin Landau, Tim Conway, Patty Duke, Sally Kellerman and more.

## CREATIVE CONSULTANT

### *Caden Concepts, Inc.*

- Developed entertainment research and product pitch presentations.
- Created presentation decks in Powerpoint, which showcased ad specialty promo products for top clients in the entertainment industry/home video promotion.

## CENTRAL VAULT CASHIER

### *NBC Universal*

- Responsible for day-to-day responsibilities including (but not limited to): preparation and retrieval of cashier banks and drops, balanced Central Vault, entry and reports of departmental revenues, prepared bank deposits, sorted and counted incoming cash and coin.
- Operated and maintained high volume Cummins bill and coin sorter machines.

## SALES MANAGER/ACCOUNT EXECUTIVE - Various

- Goldline International, Inc. - Precious Metals Account Executive
- Dependable Warranty Group - Auto Warranty Sales Manager
- Continental Warranty, Inc. - Auto Warranty Sales Manager, promoted from Account Executive

## BACHELOR OF ARTS Speech Communications / Minor: Music Performance

Rowan University (formerly Glassboro State College)