



# MICHELLE MASTELLONE

**Producer** | Television, Live Events, Marketing & Social

Emmy-winning Television Producer with 10+ years of experience bringing stories to life on camera. Passionate about creative collaboration and showcasing unique moments across television, social media, and live events. Skilled at turning ideas into impactful videos, experiences and campaigns that deliver results. Dedicated to creating content that entertains, inspires, and keeps people smiling.

## Contact

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[MichelleMastellone.com](https://www.MichelleMastellone.com)

## Education

### 2008-2012

#### SUNY Buffalo State University

Bachelor of Arts & Communication (B.A.)

Major in Public Communications

Minor in Political Science

## Work Experience & Credits

### 2022-2025

[Magnolia] Home Reimagined - Casting

[NBC] America's Got Talent - Producer

- Seasons 20, 19, and 18

[NBC] AGT: Fantasy League - Producer

[Amazon] Nurse Jamie: Pilot - Producer

[iHeart Radio] Can't Cancel Pride - Producer

### 2016-2022

[NBC] The Ellen DeGeneres Show - Producer

- Seasons 19, 18, 17, 16, 15 and 14

[NBC] Ellen's Game of Games - Producer

- Seasons 1, 2, and 3

[NBC] Greatest Night of Giveaways - Producer

[NBC] Jennifer Hudson Show: Pilot - Producer

### 2015-2016

[NBC] Who Wants to Be a Millionaire - AP

- Seasons 13 and 14

[ABC] The \$100,000 Pyramid - AP

[NBC] Crazy Talk - AP

[ITV] The Robert Irvine Project: Pilot - AP

[MTV] Wild n' Out - AP

### 2011-2015

[NBC] The Trisha Goddard Show - PA

[NBC] The Maury Povich Show - PA

[ABC] The AM Buffalo Show - PA

[Verizon] Life Long Island - B2B Sales Associate

\* References available upon request.

## Experience & Expertise

- A decade of experience in television production, marketing, and content development, overseeing 1,000+ segments across television, streaming, and live events.
- Contributed to the production of nearly 20 shows across networks and streaming services, driving impactful content across TV and social media platforms.
- Proven leadership in guiding cross-functional teams, managing multiple deadlines, and overseeing high-priority projects across diverse platforms.
- Expertise in fostering strong stakeholder relationships and creating an environment that promotes teamwork and innovation.
- Utilize data-driven insights to refine casting decisions, audience targeting, and social media strategies, driving increased social engagement and show ratings.
- Produced segments and shows that earned multiple Emmy Awards and nominations, with one show averaging 4.2 million viewers per episode in syndication.
- Led impactful segments and campaigns in collaboration with brands like Walmart, Shutterfly, Target, and others, awarding over \$1M to community heroes and foundations.

## Video & Media Production

- Experienced Producer in television and video production, overseeing the execution of 1,000+ shows, including multiple field shoots, pre-taped events, and social content.
- Skilled in managing production from concept to delivery, including talent booking, logistics, rights/licensing, and scheduling, ensuring seamless execution of 100+ segments annually.
- Proficient in video and pitch deck editing software such as iMovie, Adobe Premiere, Adobe InDesign, Microsoft Suite, Canva, and Wix.
- Expert in casting and producing diverse content, consistently aligning with project and show objectives to engage and grow audiences.

## Project, Marketing & Content Management

- Manage end-to-end development for segments, global sponsorships, and campaigns, ensuring timely delivery and consistent messaging.
- Utilize social platforms to engage audiences, developing metrics to assess performance and adjust strategies.
- Proficient in optimizing content for platforms like TikTok, Facebook, and YouTube, while managing production schedules for efficiency.
- Oversee quality, localization, and timelines for global marketing content to meet audience needs and objectives.