



MICHELLE MASTELLONE

Emmy-Winning Producer | Expert in Television, Live Events, Marketing, and Social Media Strategy

Contact

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Education

2008-2012

SUNY Buffalo State University

Bachelor of Arts & Communication (B.A.)

Major in Public Communications

Minor in Political Science

Work Experience

2022-2025

[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] Ellen's 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.

Producer with 10+ years of experience in television, marketing, social engagement, and project management. Expertise in all production phases, from concept to post-production, with strong leadership and industry insight. Skilled in project management, creating engaging media, driving social campaigns, and delivering innovative strategies with creativity and a results-driven approach.

Experience & Expertise

- 10+ years in television production, marketing, and content development, managing high-priority projects.
- Proven leader of cross-functional teams, balancing priorities to deliver results.
- Skilled in developing engagement models and optimizing collaboration with global partners.
- Expert at fostering collaboration and building strong stakeholder relationships.
- Leveraged data insights to refine casting, audience targeting, and social media strategies.
- Led projects that earned three Emmy Awards, two nominations, and achieved millions of cross-social views.
- Produced a campaign awarding nearly \$1M to community heroes, highlighting storytelling impact.

Video & Media Production

- Extensive experience in television and video production, including live shows, taped programs, social content, and field shoots.
- Skilled in managing production aspects: talent, logistics, rights/licensing, staff sourcing, coordination, pitching and editing.
- Proven track record in team assembly, process streamlining, and efficiency improvements.
- Collaborated with executives, directors, writers, and stakeholders to develop creative concepts and actionable plans.
- Expert in producing diverse content aligned with project and show objectives.

Project, Marketing & Content Management

- Led content creation aligned with business goals and marketing strategies, ensuring seamless execution from concept to delivery.
- Managed end-to-end development for television segments, global sponsorships, and campaigns, ensuring timely delivery and consistent messaging.
- Utilized 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.
- Oversaw quality, localization, and timelines for global marketing content to meet audience needs and objectives.