

Christine M. Fontana
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Profile

Award-winning **broadcast media pro** with Hollywood, Broadway, TV, website, social media, agency, and corporate credits. Strong tech skills matched with **project manager** discipline. Still photographer and **graphic designer** with top-tier brand product and services **marketing/communications** and event management background.

*What clients are saying
about Christine:*

“Christine is a gifted, creative and well-organized team player. She was adept at getting the job done with focus and grace.”

—William Louis Dreyfus, former
President & CEO, Louis Dreyfus
Highbridge Energy

“Your approach to the process and your professionalism made working with you on this project a real pleasure.”

—Richard W. Lang, Executive Vice
President, Federal Reserve Bank of
Philadelphia

Experience

Media Production

- Produced award-winning video, interactive media, television, and events
- Produced live TV and TV specials for HBO, NBC Sports, and Universal Pictures
- Produced large-screen and interactive media for American Museum of Natural History, Pro Football Hall of Fame, the Federal Reserve, BellSouth, Panasonic, George H.W. Bush Presidential Library, and others
- Produced large-format special effects on Broadway
- Created websites that expanded marketing and communications reach
- Brought project management discipline to creative projects and teams

Project Management

- Managed film and video projects, live broadcasts, advertising and marketing campaigns, special events, and website development projects
- Produced museum exhibits and large-format media displays
- Supervised international filming, live sports broadcasts, and theatrical special effects
- Brought in every project on schedule and on budget

Communications and Marketing

- Headed communications department for investment firm
- Created marketing strategies and core marketing materials for energy, services, and entertainment firms
- Integrated brand image and message throughout external and internal communications and marketing
- Managed media relations and crisis communications
- Ran advertising campaigns for major theme park

*What clients are saying
about Christine:*

“Demonstrated project management skills, creativity and initiative...resulted in streamlined processes, increased efficiencies and significant cost savings.”

—William C. Reed, President & CEO,
Louis Dreyfus Highbridge Energy

Key Strengths

- Handles multiple tasks and priorities simultaneously
- Strong project management proficiency
- Delivers quality product on budget and on schedule
- Very detail oriented
- Highly creative
- Excellent communication skills

Employment and Assignments

Marketing and Design Consultant

Endurant Energy, 2011

- Designed new business plan, marketing materials, client contracts, and employee documentation package.
- Project managed graphic repackaging and production
- Evaluated real estate leasing options and negotiated best facilities deals.

Head of Corporate Communications/Media Relations

Louis Dreyfus Highbridge Energy, 2008-2010

- Energized brand and integrated messaging with a revamped marketing campaign
- Counseled executives on strategic communications, and crisis management
- Designed and implemented media training and legal and asset compliance training
- Designed and produced company’s new web presence, brochures, and marketing materials
- Streamlined print production to enhance professionalism and reduce costs

Media Producer for Museums

Multiple design agencies and corporate clients, 1995-2011

- Federal Reserve Bank of Philadelphia, multiple videos and interactive shows, 2011 and 2004
- Federal Reserve Bank of New York, *Money In Motion*, multi-screen show, 2007
- Pro Football Hall of Fame, Enshrinees Hall of Honor, 2003
- American Museum of Natural History, *Black Hole: Gravity’s Ultimate Triumph*, 2000
- George H. W. Bush Presidential Library, multiple videos and interactive shows, 1998
- Petronas Petroleum Discovery Centre, Kuala Lumpur, Entry and Exit Dark Rides, 1997
- BellSouth Atlanta Olympic Exhibition, 1996
- Panasonic Learning Lab, multiple interactive shows, 1995

*What clients are saying
about Christine:*

“She was the glue that held this project together during development, and ensured that it actually got executed in an efficient manner.”

—Zal Masani, Managing Director, LDF
Energy Advisors

Special Effects Production on Broadway

- Brooks Atkins Theater, *Jane Eyre*, scenic effects for Broadway musical, 1999-2000

Television Producer

- NBC Primetime Sports Special, *Students of the Game*
- ESPN, *Visa Gold Medal Primetime Olympic Special*
- HBO Sports, *Wimbledon Tennis Championships*
- HBO Entertainment, *Tanner '88: The Dark Horse*
- Universal Pictures, *The Equalizer*

Website Productions

- Louis Dreyfus Highbridge Energy, Producer, 2010
- Qwest/US West intranet site, Associate Producer, 2000

Programming, Marketing and Promotions

- Six Flags Theme Parks, Director of Programming
- Arts Media International, Director of Development
- International Tennis Hall of Fame Museum, Director of Programming,
- GTE “Life’s Playbook for Success” national multimedia campaign promotion
- Iridium Adventure Sports Series, Coordinating Producer

Education and Training

- B.A., Russell Sage College, Troy, NY
- Project Management Prep, University of Connecticut, 2012