



# FRANK COSTA

## Work Experience

### ■ NOWTHIS

#### **Social Media Creator (Aug. 2024 - Present)**

- Create custom content for NowThis' main Instagram page
- Collaborate closely with the editorial team & publishing leads
- Participate in editorial strategy, including content creation & distribution
- Brainstorm content and campaign strategies for digital platforms
- Cover real-time social media during high-profile tentpole moments
- Monitor social media channels for engagement opportunities

### ■ THE TRAITORS (SEASON 3) - NEO STUDIOS

#### **Senior Digital Producer (May - June 2024)**

- Produced exclusive behind-the-scenes content featuring Alan Cumming and all other cast members featured on Season 3 of The Traitors (US)
- Created engaging video content with talent post-game that provided insight into their experiences and perspectives
- Developed social games with talent that focused on question-based answers
- Captured media for the cast's personal social media accounts that would align with their personal brand as well as the show's brand
- Collaborated with Peacock's Marketing, Public Relations, and Production teams to ensure cohesive messaging and content strategy across all platforms
- Worked with Studio Lambert to ensure content production synchronized with show logistics and filming schedule

### ■ WATCH WHAT HAPPENS LIVE! - EMBASSY ROW

#### **Digital Producer (Feb. 2022 - Jan. 2024)**

#### **Digital Coordinator (Feb. 2019 - Jan. 2020)**

- Analyzed social performance and sentiment to enhance show's digital footprint
- Conceptualized and executed content for digital exclusives
- Crafted compelling social copy to drive meaningful conversations
- Worked directly with talent and guests to bring digital concepts to life
- Collaborated on social media aspects of marketing integrations
- Curated, organized, and distributed clip highlights
- Managed social channels independently without social agency support
- Utilized Adobe Suite to create custom content for digital platforms
- Monitored and actively engaged in social conversations to boost engagement
- Maintained a consistent voice and brand personality across platforms
- Identified and capitalized on viral trends in pop culture and online communities
- Fostered positive relationships with talent to ensure comfort and participation

### ■ BRAVO - NBCUNIVERSAL

#### **Digital Producer for Bravo Reunion Episodes**

#### **Digital Producer for BravoCon 2023**

#### **Digital Producer for BravoCon 2022**

#### **Digital Coordinator for BravoCon 2019**

- Handled digital strategy for the large-scale, experiential BravoCon for 3 years
- Executed social media components for behind-the-scenes and event coverage
- Managed digital production of THE BRAVOS, a large-scale awards show featuring 150+ Bravolebrities
- Coordinated the digital production for reunion episodes, including Below Deck Mediterranean (S5-S7), Below Deck Sailing Yacht (S1-S4), Below Deck (S7-S9), Shaws of Sunset (S8), Summer House (S4), and Winter House (S3)
- Navigated high-pressure and fast-paced environments to capture content

### ■ REPUBLIC RECORDS - UNIVERSAL MUSIC GROUP

#### **Business Coordinator for Monte Lipman, CEO & Chairman (Jan. 2015 - May 2015)**

- Orchestrated coordination for conference calls, interviews, and meetings
- Managed the CEO's Microsoft Outlook calendar with key dates
- Organized contact list, contributing to streamlined communication
- Scheduled travel arrangements, including flights, hotels, reservations
- Prepared and submitted expense reports on a bi-weekly basis

#### **Publicity Coordinator (Sep. 2014 - Dec. 2014)**

- Gathered press clippings of artist roster from publications for distribution
- Maintained digital files of publicity reports, media clips, and press kits
- Generated targeted media lists for press opportunities using Cision
- Coordinated events and press conferences for artists

## Contact Me

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Yonkers, New York 10701

## Education

### **Pace University (2015 - 2018)**

*Lubin School of Business*

Master's Degree in Social Media and Mobile Marketing

### **New York University (2011 - 2015)**

*Gallatin School of Individualized Study*

Bachelor's Degree

**Major:** Individualized Study of Entertainment Branding & Publicity

**Minor:** Business of Entertainment, Media, and Technology

## Social Media

 [www.linkedin.com](https://www.linkedin.com/in/frank-costa-61450b4b/)  
/frank-costa-61450b4b/

 [www.instagram.com](https://www.instagram.com/feistyfrank/)  
/feistyfrank

 [www.facebook.com](https://www.facebook.com/frankcosta)  
/frankcosta

 [www.tiktok.com](https://www.tiktok.com/@feistyfrank)  
/@feistyfrank

 [www.x.com](https://www.x.com/feistyfrank)  
/feistyfrank

## Skills

### ■ SOCIAL MEDIA

(including Facebook, Instagram, Snapchat, Threads, TikTok, X, and YouTube)

### ■ IN-DEPTH KNOWLEDGE OF POP CULTURE

### ■ ADOBE SUITE

(specifically Photoshop & Premiere Pro)

### ■ MICROSOFT OFFICE SUITE

(Word, Excel, & PowerPoint)

### ■ VISUAL STORYTELLING

### ■ COPYWRITING