



FRANK COSTA

Work Experience

■ THE TRAITORS US (SEASON 4) - TINY HORSE

Senior Digital Producer (May - June 2024)

- Produced exclusive behind-the-scenes content featuring Alan Cumming and all other cast members featured on Season 4 of The Traitors (US)
- Created engaging video content with talent post-game that provided insight into their experiences and perspectives
- 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

■ NOWTHIS

Social Media Creator (Aug. 2024 - May 2025)

- Create custom content for NowThis & NowThis Impact
- 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 US (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 2022, BravoCon 2023

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

Contact Me

☎ (914) 522-0245

✉ frankscostajr@gmail.com

📍 22 Woodstock Street
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

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