

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

PROFILE

Innovative and technically skilled Content Creator with 25 years in Broadcast, Corporate, and Digital Media. Specializing in end-to-end production, with a proven ability to craft compelling audiovisual narratives that engage audiences and elevate brand storytelling into immersive experiential journeys. Known for blending creative vision with strategic execution and excelling in fast-paced, deadline-driven environments, both collaboratively and independently, whether in-house or remote.

KEY ROLES & LEADERSHIP EXPERIENCE

Post Producer, Lead Senior Editor/Motion GFX Artist: Expect Fitness | 2022-Present

Developed the visual identity and post-production pipeline for a cutting-edge fitness platform designed to seamlessly integrate OBGYN-approved workouts into pregnancy planning, from preconception to postnatal care.

- ❖ Designed and established the platform's video aesthetic, creating a dynamic, yet inviting experience tailored to expectant and new mothers.
- ❖ Oversaw all post-production workflows, managing editing, motion graphics, compositing, color grading, audio engineering, and delivery from the company's inception through launch and ongoing operations.
- ❖ Conceptualized, designed, and executed all audio, video, and graphic elements for 100+ curated and 200+ originally produced exercise videos, ensuring a cohesive and engaging visual experience.
- ❖ Played a pivotal role in brand development, aligning Expect Fitness's content strategy, storytelling, and user engagement with its mission to provide safe, effective, and personalized fitness solutions for women at every stage of motherhood.

Post Producer, Lead Senior Editor/Motion GFX Artist: GoNoodle | 2018-2024

Creation of kinesthetic, interactive, ELA-centric activities, games, and video content from inception to execution, designed to enhancing children's engagement and cognitive skills. Implemented across 91% of U.S. public schools, reaching over 37 million students and 16 million families, with a total of 4+ billion minutes viewed annually.

- ❖ Drove end-to-end content creation—from concept development and pre-production to shoot oversight, media management, editing, motion GFX, 2D animation, compositing, color grading, audio mixing, and final delivery.
- ❖ Ensured consistent creative vision, brand alignment, and executional excellence across all projects, maintaining high standards of quality and efficiency under tight deadlines.
- ❖ Led a cross-functional team of 3 Editors/GFX Artists, 1 GFX Designer, and 2 Audio Mixers, overseeing design-to-delivery workflows for hundreds of multimedia projects.
- ❖ Developed partnerships with major media and marketing brands, crafting custom content for industry leaders including Disney, Paramount, Universal, Netflix, LEGO, NFL, USTA, KidzBop, Peanuts, Special Olympics, American Heart Association, ROBLOX, K'NEX, Discovery Education, On Our Sleeves Foundation, and America's Test Kitchen.
- ❖ Designed and implemented a standardized production pipeline, integrating a cloud-based media library, asset tracking system, and archive management tools to streamline post-production workflows.
- ❖ Spearheaded the adoption of AI-driven tools, optimizing workflow efficiency, automation, and content personalization. Led company-wide training seminars, equipping teams with emerging technologies to enhance productivity, creativity, and strategic decision-making.
- ❖ Championed a full-scale migration to Frame.io, revolutionizing content review, feedback integration, and multi-platform delivery, significantly improving turnaround time and cross-team collaboration.

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

Lead Senior Editor: Love and Hip Hop Reunions and Specials, Eastern TV | 2016-2018

Managed post-production delivery schedules and edit team workflows for 8 reunion specials and 2 network specials, ensuring high-quality, deadline-driven execution.

- ❖ Revamped the entire post production pipeline from footage ingest to final delivery, instituting multiple technical changes to the process and stylistic upgrades to the presentation of the content
- ❖ Oversaw all final edits as the "Last Line, Final Eyes," working closely with Executive Producers to ensure brand accuracy, narrative cohesion, and a polished final product.
- ❖ Led a team of editors and post-production staff, delegating tasks to meet the fast-paced demands of broadcast television and live-to-tape productions.
- ❖ Over the 3 season cycle I oversaw the results of the content changes produced:
 - nearly double the social engagement for reunion premiere episodes, increasing first-airing social interactions from 302K to 597K (46% unique engagement).
 - Amplified Twitter's share of total social conversations from 19% to 55%, with 97% of interactions initiated organically.
 - Drove a ratings increase in the key P18-34 demographic, elevating viewership from 1.659 to 2.105, contributing to higher ad revenue and audience retention.

Senior Editor/Motion Graphics Artist: Viacom Velocity | 2015-2017

Drove cutting-edge innovations in vertical storytelling, multi-platform narratives, and brand-driven content strategies at Paramount's Integrated Marketing and Partner Solutions division. Spearheaded post-production execution for high-profile advertising campaigns, branded content, and marketing solutions harnessing the full scope of the company's media holdings, including: MTV, Comedy Central, Nickelodeon, BET, and VH1, delivering quantifiable engagement that amplified impact.

- ❖ Pioneered new forms of vertical storytelling, creating optimized content that seamlessly integrated into advertising funnels while aligning with marketing objectives, preserving editorial integrity and prioritizing audience-first authenticity.
- ❖ Developed scalable workflows for multi-platform asset creation, that bridged broadcast, digital, and social, ensuring seamless content adaptability across all screens and audience behaviors.
- ❖ Collaborated closely with major advertisers including Coca-Cola, McDonald's, AT&T, and Michele Obama's National Signing Day Campaign to craft dynamic, data-driven execution that maximized audience interaction and effectiveness.

Lead Series Editor: TLC's Say Yes, Wedding SOS | 2017-2018

Designed and optimized media workflows and project architecture to facilitate a seamless off-site migration, enabling a virtual post-production environment. Successfully completed 3 of the 6 pilot season episodes from a remote facility, reducing turnaround time by 40% while alleviating budget constraints and ensuring on-time network delivery.

Documentary Editor, Colorist, Audio Mixing: Resonance Story Company / Melcher Media | 2015-2016

Crafted precise, dynamic, and visually compelling narratives for corporate, social, multimedia, and broadcast platforms, elevating brand storytelling through expert editing, color grading and audio design. Collaborated with renowned clients including United Airlines, Deloitte, ADM, and Facebook to create impactful, high-visibility content.

- ❖ Facebook's *Nepal: Thank You* documentary, shed light on Facebook's humanitarian relief response to the 7.8 magnitude earthquake that struck the region in April 2015. It premiered at Mashable's 2015 Social Good Summit, was screened by both Mark Zuckerberg during his 2015 address at the United Nations Sustainable Development Summit and Sheryl Sandberg, Facebook's COO, at the 2016 World Economic Forum in Davos, Switzerland. It has garnered 9+ million global views to date.

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

Post Producer, Supervising Editor: Studio Shows, MSG Network / Fuse TV | 2010-2015

Actualization and implementation of customized post-production workflows, streamlining departmental processes from initial production requests to final QC and delivery. This optimized efficiency across studio, multi-platform, marketing, media archiving, and broadcast operations, consolidating all visual asset management through a single point of coordination.

- ❖ Delivered over 1,000 hours of broadcast television, ensuring seamless execution from pre-production to final distribution.
- ❖ Managed a team of 5 Associate Producer/Editor units, overseeing task delegation, scheduling, and budget management across multiple studio shows.
- ❖ Redefined the visual aesthetic of flagship programs, including Hip Hop Shop, Uncovered, and Top 20 Countdown, leading to significant ratings increases for the network.
- ❖ Drove substantial audience growth:
 - Top 20 Countdown: Increased household ratings from .042 to .185 (+227%) and P12-34 viewership by +280%.
 - Hip Hop Shop: Boosted household ratings from .023 to .113 (+167%) and P12-34 viewership from 23K to 105K (+240%).

Specials Producer, Editor: Howard Stern On-Demand, iN DEMAND | 2006-2011

Conceive, execute and deliver fully posted docu-style reality shows as a companion to the Howard Stern Radio Show.

Freelance Editor: Howard Stern On-Demand, iN DEMAND | 2005-2006

Repackaged the entire Howard Stern E! Show Episode Library with new HSOD graphics package and royalty free music.

Freelance Producer, Cameraman, Editor: Fuse TV | 2004-2010

Project-based contributions across all facets of production, collaborating with teams on long-form and short-form content, live-to-tape programming, studio shows, news segments, documentaries, promos, specials, festival coverage, and live/tentpole events

Freelance Package Editor, Motion GFX: ABC News | 2006-2008

Edited raw, archival, and interview footage into concise, compelling short-form storytelling and original news packages for Good Morning America, News Now: The Mix, and other ABC News programming. Designed and executed highly stylized motion graphics for show opens, bumpers, and visual enhancements, elevating the production value of key segments.

Freelance Producer, Cameraman, Editor: Paramount / Viacom / MTV Networks | 2001-Present

Collaborated on hundreds of projects across multiple networks, departments, and platforms, delivering high-quality content for broadcast, digital, and special events. Most Notable: Viacom Special Events, BET, Nickelodeon, Noggin, Spike, VH1 and MTV

Freelance Cameraman, RF Manager: ESPN Senior Golf Tour, NASCAR, LPGA | 2000-2001

Operated pedestal camera in remote studio setups and assisted with track/course coverage, including cable mapping and RF feed management for seamless live broadcast integration. Worked as part of the on-site camera crew coordinating local volunteers.

IP DEVELOPMENT & PILOT PRODUCTION

Creative Director: Various Production Companies | 2001-Present

As the leading creative force, I collaborated closely with production companies to conceptualize, develop IP, and execute proof-of-concept pilots from the ground up. This encompassed story development, casting, directing, cinematography, editing, motion graphics, and sound design, ensuring a polished, engaging final product.

I managed pre-production logistics, shaped performances on set, and refined raw footage into dynamic pilots in post. Additionally, I worked with distributors to create pitch materials that maximized audience appeal and market viability.

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

Cat Skills, MartaRavin Productions

- ❖ Reality series following Cat Greenleaf, creator of Talk Stoop, as she takes on odd jobs around the Catskill region to support her rustic mountain retreat and upstart wedding/event space business.

Trndsttrs, Departure Films

- ❖ Reality series featuring a family of multi-talented young, viral music sensations, produced in collaboration with their father, Esteban Serrano (author, TV producer, and on-air host).

Buff Ledge, Green Hummingbird

- ❖ Original intellectual property centered around real-life UFO investigator, Walter M. Webb, and his UFO Case history.

Central Entertainment Group

- ❖ **Ray's House** – Reality series following Ray Munns, former MTV Wanna Be a VJ winner, as he navigates life post-reality fame.
- ❖ **Suite 16** – DocuDrama chronicling the journey of an all-female, 16-member dance troupe, living under one roof, balancing performing, competition, and interpersonal drama.
- ❖ **DJ Skribble's Scratch Attack** – A behind-the-scenes look into DJ culture, following renowned party-starter DJ Skribble and his outspoken crew of Queens natives as they travel the globe.

World Theatre

- ❖ **Inspired** – An in-depth interview and music series, delving into the inspiration behind legendary musicians and their greatest songs. Pilot Episode featuring: Grateful Dead and Ratdog guitarist, singer and songwriter Bob Weir.
- ❖ **Scene of the Crime** – Hosted by comedian Spanky. This True-Crime series explores famous crime scenes, infamous criminals, and the legal entanglements of the rich and flagrant.
- ❖ **Married to the M.O.B.** – An exposé on the dark, twisted world of men who marry mail-order brides, revealing the human, legal, and psychological complexities behind the industry.

JRNY Entertainment

- ❖ **Pass the Pick** – Music series pairing established artists with up-and-coming musicians to discuss influences, collaborate, and create a new, original track together.
- ❖ **Cars and Guitars** – High-energy series exploring the intersection of music and automobile culture, blending fast cars, legendary artists, and live performances.
- ❖ **Reflections** – This music series relocates intimate artist interviews and performances to stunning, remote and natural settings for a raw, organic and immersive storytelling experience.
- ❖ **Under the Covers** – Reality music series featuring contemporary artists learning and performing classic songs from the MPL Communications (Paul McCartney's media company) music catalog, culminating in a live performance.

EDUCATION

Shenandoah University, Winchester, VA — BA Mass Communications, 2002

SKILLS

Technical: Adobe Creative Suite, Avid Media Composer, Logic Pro, DaVinci Resolve, Color Correction/Grading, LUTs, Motion GFX, AI Parameters, 2D Animation, Media Management, Audio Mixing/Remixing/Mashing, Multi-cam, Project Migration

Personal: Leadership & Team Building: Proven ability to manage teams, establish best practices, and foster collaboration.

Efficiency Under Pressure: Adept at delivering pragmatic post-production solutions in fast-paced, high-stakes environments, ensuring quality and quick turnarounds while maintaining a calm, solutions-focused approach.

Creative & Technical Versatility: Sharp editorial instincts combined with strong technical acumen across ideation, writing, editing, shooting, motion graphic design, animation, compositing, color grading, audio design and mastering.

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

BROADCAST TELEVISION CREDIT LIST, HIGHLIGHTS:

44 PICTURES

Bonnaroo 2009: Concert DVD

ABC NETWORKS

Good Morning America

NEWS NOW: The Mix

Eastern TV / Monami Entertainment

Love and Hip Hop Atlanta:

Season 5, 6, 7

Love and Hip Hop Hollywood:

Season 3, 4

Love and Hip Hop Miami:

Season 1

Love and Hip Hop New York:

Season 7, 8

Love and Hip Hop Atlanta:

Dirty Little Secrets 2

Love and Hip Hop DLS:

The Love Special

Fuse TV

Studio Shows:

#1 Countdown

A Different Spin

Amplified Guide

Chronicles

Daily Download

Distortion

DJ SKEE: Ignited

Got yr #

Hip Hop Shop

Insane Clown Posse Theatre

Let it Rock

Loaded

Loaded: Crue Fest 2

Metal Asylum

Michael Jackson Tribute

Noise

On the Record

Pants Off, Dance Off

Rock and Roll Hall of Fame

Slave to the Metal

Talking Metal

Top 20 Countdown

Top 40 of 2008

Top 40 of 2010

Ultimate Fuse Gig: The VJ Search

Uncovered

Uranium

Video on Trial

Warped Tour Wednesday

Weekly Riff

Stunts, Specials and Live Events:

Big Freedia – Twerk The World

Buffalo Wild Wings's Guide to Tailgating

Fuse News Presents: Justin Bieber

Hip Hop Shop Live

Jason Derulo Live

Live at The Grammys

MGK Live

NBA All-Star Weekend

NFL's The Big Game

NY Rangers Open House

The Wanted Live

Z100's Jingle Ball

Music Festival Coverage:

Coachella

Bonnaroo

Lollapalooza

Make Boring Brilliant

Rock the Bells

Roots Family Picnic

South by Southwest

The Warped Tour

The Roots Picnic

Voodoo Experience

Vitamin Water's "Uncapped"

Virgin Music's V-Fest

X-BOX Summer Music Tour

Integrated Marketing Campaigns:

7-up, Coca-Cola

Columbia Pictures

Disney, Ford, Garnier Fructis

Geico, Hershey's, Honda

Ice Breakers, Kia, Live Nation

Lowe's, Macy's, MGM

Paramount PlayStation, Rock Band

Rolling Stone, Sony Pictures

Summit Entertainment

Taco Bell, The General

Trident, Universal Pictures

US Army, Vevo, Vitamin Water

Warner Brothers, Wendy's

Half Yard Productions

TLC's Say Yes: Wedding SOS

PBS - Public Broadcasting Service

Make 'Em Laugh

Howard Stern On Demand -

IN DEMAND

Bowling Beauties

Frankenstein Makeover Winner

JD in Hedonism

Miss Howard Stern Reality Show

Queer Eye for the Fat Guy

RickyMan at Tootsies Tampa

ScoresMan in Vegas

Street Stunts with Sal & Richard

The Ronnie Mund Show

NYC Media

The Vanguard: Women in Media,
New Media

The Vanguard: Women in Media,
Next Generation

Resonance Story Company

Destination Team USA

Nepal: Thank You

HBO On Demand

Entertainment Weekly's

5 rounds with...

The WorkShop Content Studio

Pitino: Red Storm Rising

The Verdict: Season2

VIACOM / MTV Networks

Linear Broadcast:

BET AWARDS: 2016

BET's Iron Ring

MTV's Blockaholics

MTV's The Challenge 27:

Reunion Special

MTV's Crooked X:

Start a Band, Rock the World

MTV's Cutthroat:

Sh*t They Should've Shown

MTV2's Monster Mix

MTV's Morning After

MTV's Room Raiders

MTV's Total Request Live

Home Entertainment:

Behind WWF Tough Enough

Best of The Tom Green Show

Celebrity Death Match Round 4-6

Inside Fear

Jackass Vol. 1 & 2

MTV Uncensored:

Sports Illustrated Swimsuit Issue

Real World You Never Saw

Promos:

Behind WWF Tough Enough

Friday Night on the N!

Go Diego Go

MTV's The 'Shop

Ni Hao Kai Lan

Ned Declassified

Real World You Never Saw

Teen Wolf

Stunts, Specials and Live Events:

Pink Pride Month

Teen Wolf Premiere Party

Video Music Awards

MTV Movie Awards

Anthony Gargano

tonythejedi@gmail.com | 646.431.7584 | www.tonythejedi.com

REFERENCES

Dara Cook

CEO and Co-Founder of Expect Fitness

Email: dara@expect.fit

Phone: (917) 710-0950

Dara's distinguished career highlights include roles as the Head Creative of the MTV Video Music Awards, Brand Manager of Nick Cannon's Wild 'N Out, and Senior Vice President in Business Development at Viacom. She is a Joseph Wharton Scholar and Ben Franklin Scholar at the Wharton School of Business, she later attended Harvard Business School's General Management Program, where her concept for Expect won the strategy competition. She is currently a Visiting Entrepreneur at Stanford Graduate School of Business's Center for Social Innovation.

Jillian Ternosky

Head of Production and Executive Producer

Email: jillian.ternosky@gmail.com

Phone: (610) 762-7876

Jillian is an Emmy Award-winning producer and app innovator with a track record of launching successful startups and content platforms. As the former Head of Production for ClassPass, she built the brand's original content studio, overseeing the production of over 1,500 pieces of content and managing an all-woman production team. Prior to that, she pioneered live-streaming functionality at Daily Burn, where she produced and wrote the Emmy-nominated fitness lifestyle show, Daily Burn 365.

With nearly two decades of production experience, including 10 years in music television, she has produced content for MSG Network, MTV's TRL, Nickelodeon, and major music festivals like Lollapalooza, Bonnaroo, and Coachella. Her work spans culture, technology, fitness, music, and branded content, including partnerships with Vitamin Water, Puma, Athleta, Alala, and Rhone.

Marta Ravin

Showrunner and Executive Producer

Email: martaravin@gmail.com

Phone: (917) 705-4165

Marta Ravin is an Emmy, Producers Guild, and Webby-nominated producer with a career spanning MTV, VH1, Nickelodeon, and Oxygen. She has created and produced hit shows like TLC's *Long Island Medium* and Universal Kids' *Get Out of My Room* while also delivering unforgettable pop culture moments—convincing Madonna to kiss 50 Cent, A\$AP Rocky to mind the grill at Coachella, and Robert Downey Jr. to thumb wrestle Chris Evans at the Kids' Choice Awards. Her work on *Legally Blonde: The Musical* (MTV) earned a Daytime Emmy nomination, *YES WE DID!* received a Webby nomination, and the 2017 Nickelodeon Kids' Choice Awards was nominated for a PGA Award for Outstanding Children's Program.

For more info, clips, and demo reels, visit:

www.tonythejedi.com