



# STEVEN ROSSO

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Morongo Casino Resort Spa  
**Promotions/Marketing Specialist**  
*2023-Current*

- Led creative development for large-scale monthly promotions, VIP activations, and signature events, including New Year's Eve celebrations for 2,000+ guests.
- Developed and approved marketing assets across social media, email, newsletters, and print collateral.
- Cast and managed talent, models, and on-camera hosts; directed on-site event production from concept to execution.
- Oversaw multimillion-dollar marketing budgets and provided leadership for a 60-member promotions and events team.

PAP 215 Entertainment  
**Talent Manager-Publicist**  
*2020- present*

- Oversee day to day business deals of clients both long-term and personal decisions
- Guide, organize and advance a clients career
- Booking and promoting clients on talk shows, local news, social media, print
- Generate and manage publicity for clients

IronPack Productions  
**Executive Producer**  
*2018 - Current*

- Produce multiple digital shows for IronPack Productions.
- Supervised; worked closely with talent, directors, agents, managers, publicists and technical crews throughout production process.
- Create project budgets; manage all production costs.

Rachael Ray Show  
**Coordinating Producer**  
*2006 - 2018*

- Booked & produced celebrities/talent, music artists, bands
- Developed segments with A-list talent-conduct pre-interviews; prep host.
- Budgeted, developed, pitched, produced games, culinary segments, chart-topping musical guest performances and in-field shoots.
- Negotiated, booked company integrations, trade-outs, promotions, product placements.
- Also credited as Steven Patterson Rosso

Dance Machine  
**Segment Producer**  
*2006 - 2007*

- Cast, booked, produced contestants for an ABC Network competition / reality TV game show.
- Worked directly with top award-winning choreographers to produce segments; coordinate with on-air talent.

Entertainment Tonight  
The Insider  
**Coordinating Producer**  
*1996 - 2006*

- Developed breaking news stories, negotiated exclusive stories, field shoots and A-list celebrity appearances.
- Researched, booked, pre-interviewed and produced celebrity and musical guests.
- Produced Prime Time Specials

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## Affiliations & Achievements

- Business of Entertainment - NYU, Tisch School of the Arts
- Emmy Award Winner- Outstanding Informative Talk Show- Rachael Ray Show 2019.
- Emmy Award Nominations- Outstanding Entertainment Talk Show- Rachael Ray show 2011 & 2014.
- Worked with NASA to produce; develop three of Rachael Rays meals for a launched 2006 Space Shuttle.
- Producer Guild of America 2014-present.
- National Academy of Television Arts & Sciences 2007-current.

- Guest Relations experience with the Walt Disney Company Theme Parks for over 8 years in FL and CA