



STEVEN ROSSO

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Experience

PAP 215 Entertainment
Talent Manager-Publicist-Producer
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
- Produce, shoot, build and create graphics, editing

Jake's Food Company
Head of Marketing-Publicity
2022

- Coordinate activities to promote restaurant to the general public.
- Organize publicity through emails, telemarketing, advertising, community relations and special events.
- Book publicity in national and local publications; on national and local news and talk shows.

IronPack Productions
Executive Producer
2018 - present

- 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.
- Screen Credit: Steven Patterson Rosso

Dance Machine
Segment Producer
2007 - 2008

- 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
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

The Insider
Coordinating Producer
2004 - 2006

- Developed breaking news stories, negotiated exclusive stories, field shoots and A-list celebrity appearances.

Affiliations & Achievements

- 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.