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MARIO CELESTINO

ENTERTAINMENT EXECUTIVE

SUPERVISING PRODUCER / DIRECTOR / POST PRODUCER / CREATIVE CONSULTANT

Accomplished and resourceful hands-on producer of entertainment with comprehensive experience in the development, production, delivery and promotion of all forms of television programming for a wide variety of exhibition scenarios. Well-honed skill sets as a creative producer matched with intuitive directorial sensibilities and an established track record for cost effective quality results. Extensive knowledge of content packaging with proven ability to create compelling programming and broaden demographic reach to increase ratings. Prosperous history of leadership, resulting in scores of motivated, self-confident, productive team players.

GENRE FAMILIARITY

- | | | | |
|-------------------|------------------|--------------------|----------------------|
| • 3-D ANIMATION | • FEATURE FILMS | • MULTI-MEDIA | • ON-AIR PROMOS |
| • COMEDY SERIES | • GAME SHOWS | • NEWS/DOCUMENTARY | • TV MINI SERIES |
| • DIRECT RESPONSE | • LIVE EVENT/OTO | • NON-SCRIPTED | • TALK/VARIETY SHOWS |

PROFESSIONAL EXPERIENCE

CELESTINO MEDIA GROUP, Los Angeles CA

OWNER / FOUNDER

When serving as supervising producer, production consultant, writer or director on a contract basis, above-the-line responsibilities generally include exercising decision-making authority over all significant elements of the creative process while serving as the primary point-of-contact for network, studio or *other* company entities with regard to content, production, legal and financial issues. My unique participation contributes to all phases of production and its requisite management, including but not limited to development, writing, scheduling, budgeting, producing, directing and post production supervision.

- Nickelodeon Live-Action Series Production: Operations Consultant, facilitator and liaison to a variety of show units, pilots and specials in production at Paramount Pictures Corp.
- InterSport via Celeb-TV.com: Director and Production Supervisor for a Christmas special entitled, "Holiday of Stars," hosted on location from The Grove in Los Angeles.
- MGM-Rubicon: International Supervising Producer for the 3-D animation series, "Ben and Izzy," an action-adventure time-traveling romp through the mysteries and marvels of the Middle East.
- Bunim-Murray Productions: Story Producer and writer of one-hour thematic and emotionally-charged specials for the Emmy nominated, reality series for NBC entitled, "Starting Over."
- Spike TV: Line Producer for the original primetime guy-centric talk-variety comedy series, "The John Henson Project," resulting in the successful launch of this program's first season.

HALLMARK CHANNEL, Los Angeles CA

DIRECTOR OF PROGRAMMING

Charged with the management of all elements effecting program content and on-air operation for top ten cable network, Hallmark Channel. Supervised production, post and delivery of the channel's first handful of original series as well as numerous original movies, miniseries, and special event programming. Generated creative notes, developed budgets and provided overall management through telecast.

- Improved ratings with creation and implementation of unique program formats proven to increase viewer retention while enhancing entertainment value and viewing experience.

- Launched and integrated system of standards and practices to ensure all on-air elements meet consistent levels of precise network brand sensibilities.
- Successfully negotiated with studio distributors and servicing agents on materials delivery resulting in operational workflow efficiencies and raising overall quality of the network's broadcast.
- Hired, trained and directed editorial staff charged with meeting the highest standards of story structure sensibilities while preparing thousands of hours of programming for broadcast.
- Profitably negotiated the acquisition of the world famous "Tournament Of Roses" parade telecast feed and assembled A-list production team from Emmy Award winning executive producers, parade veterans, personal relationships and Los Angeles local broadcast program suppliers.
- Devised and supervised management of a materials database to prioritize program preparation and improve network format editorial process resulting in a full restructure of departmental functions to achieve the highest level of output and improve quality of workflow.

NICKELODEON, Los Angeles CA

LINE PRODUCER

Line Producer of the popular sketch comedy-variety show for kids entitled, "All That," performing all normal and customary supervisory duties during the second half of this program's 6th successful season.

ODYSSEY NETWORK, Los Angeles CA

CREATIVE / ON-AIR WRITER-PRODUCER

Producer of on-air promotional, interstitial and behind-the-scenes programming performing all writing, and supervisory editorial duties as a charter member of this channel's Creative Services team.

COLUMBIA TRI STAR TELEVISION, Los Angeles CA

COORDINATING PRODUCER

Producer of "AXN" (aka, Action TV), a 65-episode order for Columbia/Tri-Star Television's flagship strip series featuring extreme sports enthusiasts who try everything possible to push the limits of their ability.

TVN, Los Angeles CA

SUPERVISING PRODUCER / CREATIVE DIRECTOR

Launched commercial digital satellite service provider's re-branding and on-air programming campaigns; created/implemented policy and procedures, budgeted, scheduled, supervised productions through delivery of programming, promos and special projects; negotiated with vendors; managing contracts.

E D U C A T I O N

COMMUNICATION ARTS | BROADCAST JOURNALISM
LOYOLA MARYMOUNT UNIVERSITY | LOS ANGELES, CALIFORNIA

P R O F E S S I O N A L D E V E L O P M E N T , G U I L D S A N D H O N O R S

- Director member of the Directors Guild of America with credentials allowing work availability to include Director, UPM and AD/SM categories.
- Producers Council member of the Producers Guild of America and an active (unless revolving) participant in the PGA's Employment, Membership and Seminar Committees.
- IATSE Local 871 member as a Script Supervisor, Production Coordinator and Production Accounting Assistant / Clerk. Training continues in A/P and Crew Payroll.
- Certified on non-linear editorial software platforms such as AVID and familiarity with operation of Final Cut Pro and Adobe Premier Pro.
- Recipient of the coveted Broadcast Design Award (BDA) for creative directorial achievements on network ID and broadcast design for the re-launch of SHOWTIME resulting in a Silver Medal Award from the 1990 International New York Film and TV Festival presented to Pittard/Sullivan Design.



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MARIO CELESTINO

BIOGRAPHY

Mario Celestino is a seasoned professional in the field of entertainment whose work spans the development, production, delivery and promotion of all forms of television programming produced for a variety of exhibition scenarios.

Most recently Celestino has been serving in various production support and oversight capacities with Nickelodeon's live-action production group at Paramount Studios. Before this, he directed and produced a Christmas special for Celeb-TV.com entitled, "Holiday of Stars," a sports-celebrity interview show focusing on the intimate worlds of today's most celebrated and provocative sports figures during their off-season. He also served as the overseas Supervising Producer for an international action-adventure animated children's series, "Ben and Izzy," Show Producer and Writer on a series of one-hour specials for NBC's twice Emmy-nominated reality show, "Starting Over" and, Line Producer for Spike TV's original primetime entry into the talk/variety genre, "The John Henson Project," a half-hour comedy devoted to college-guy-centric antics.

Prior to diving back into the producing pool Celestino was Director of Programming at the Hallmark Channel where, for three years, he managed all aspects of program contracts, delivery, editing, formats, policies, procedure, schedules, standards & practices including advertising and promotion, ensuring all elements effecting on-air operations were appropriately implemented. Celestino also supervised production, post and delivery of the channel's first few original series, many original movies as well as the re-format editorial and packaging performed upon thousands of hours of newly acquired programming.

Celestino has helmed many top-level hands-on positions including Line Producer for Nickelodeon's variety comedy, "All That," the "Snick Underground Music Special" series, and a 65-episode order of Columbia/Tri-Star Television's flagship strip series, AXN (aka, Action TV). His handiwork as a creative producer helped launch the Odyssey Network and its re-launch as the Hallmark Channel, now a top-ten general entertainment cable network. Prior to this, Celestino held an Executive Producer slot for digital service provider TVN, launching its on-air branding and programming campaigns and leading the digital cable television revolution of video-on-demand. Celestino also managed the unique multi-media presentations for UPN's Sales and Affiliate/Up-Front Meetings two years in a row.

Other credits include work on two 2-hour specials: one, celebrating the launch of "Star Trek Voyager," the other, showcasing the original franchise upon its 25th anniversary. In the specialized world of Commercial, Broadcast Design and On-air Promotion, Celestino produced a popular long-running Jeep/Eagle ad campaign, "Ski The California's," was the live-action director of Showtime's (BDA Award-winning) Network "ID" spots and produced opening main title sequences for a myriad of newly created television shows and cross-promotional brand campaigns. Moreover, he has written, directed and produced home videos and infomercials for clients such as Guthey-Renker, Direct America, Quantum Television and National Media Corporation. He also served as Line Producer and UPM for HBO's comedy special, "Roseanne Barr: Live From Trump Castle," and managed the Kushner-Locke productions of "Divorce Court" and game show, "Relatively Speaking."

Celestino has also written, produced and directed stories for "Entertainment Tonight," "PM/This Evening," "Eye On L.A.," "Eye On Hollywood," "Movietime Network" (aka: E! Entertainment Television) and "Channel One." Much of Mr. Celestino's experience was built during his seven-year tenure at KABC-TV/Hollywood. There, he served as Day of Air Producer, Writer, Field Segment Director and Post Producer for more than 1500 episodes of the groundbreaking television magazine, "Eye On L.A." where responsibilities included conceptualizing theme graphics, music, stylized editing and final cut of this six-night-per-week program.

Celestino serves as an independent contractor in a variety of producing roles and performs creative consulting with a specialization toward brand identity. Exclusive representation with Donna Felten at Natural Talent Agency in Santa Monica, California.



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SELECTED CREDITS

Various Productions	Consultant/Production Support	Nickelodeon /Live Action
"Holiday of Stars"	Director/Supervising Producer	Celeb-TV.com/ABC Television
"Ben & Izzy"	Supervising International Producer	Fat Rock Ent./Rubicon Inc./Gigapix
"Starting Over"	Specials Producer	Bunim-Murray Productions
"The John Henson Project"	Line Producer	Spike TV/MTV Networks
Various Pgmg/Originals/Stunts	Director of Programming	Hallmark Channel/Crown Media US
"Yonggary" - Sci-Fi/Action Thriller	Supervising Producer/Exec. Prod'n	Zeronine/Media Film Int'l
"All That" - Variety/Sketch Comedy	Line Producer	Nickelodeon/Viacom
"Snick House" - Music Variety	Line Producer/UPM	Nickelodeon/Viacom
Various Pgmg Packaging/Promotion	Programming Producer/On-Air Promo	Odyssey/Henson-Hallmark Ent.
"A X N" - Mag'n Strip	Line/Coordinating Producer	Columbia Tristar Television
Various On-Air Campaigns/Com'l's	Supervising Producer/Creative Director	TVN Entertainment
"UPN Affiliates Mtgs."- MMedia	Line Producer/Production Manager	Beck-Ola Productions
Various On-Air Campaigns/Com'l's	Supervising Producer/Director	Direct America/Quantum Television
"Sears & CBS" - Cross-Promo'l	Campaign Series Producer	CBS & Pittard/Sullivan
"Star Trek: Voyager" - Net-Promos	Series Premiere Promo Producer	U P N/Paramount TV
"Star Trek: Voyager" - BTS Special	Segment Producer/Assoc. Director	Beck-Ola Productions
"Jose Eber's Secret Hair" - HmVideo	Exec., Prod'n/Creative Director	Caudill & Associates
"Deep Space Nine: BTS" - HmVideo	Line Producer/Segment Director	Beck-Ola Productions
"Country Close-Up" - TV Pilot	Co-Producer/Production Manager	Caudill & Associates
Various - Courtroom Anim'n Series	Exec. Producer/Creative Director	Litigation Sciences Inc.
"Ski..." - Jeep/Eagle - Com'l Series	Line Producer/Production Manager	James Kellahin Inc.
"SurfBeat" - Series Pilot	Exec., Prod'n/Creative Director	Bennett Sports Prod's
"Roseanne Barr: LIVE!" - Special	UPM/Coordinating Producer	HBO/Barnold Prod's
"The Taste Of Mexico" - HVideo	Supervising Producer/Exec., Prod'n	Zbenk Inc.
"No Problem" - Edu-Series Com'l	Line Producer/Creative Director	Media Education Inc.
"Showtime" - Network ID's	Line Producer/Live Action Director	Pittard/Sullivan
"Divorce Court" - Synd'n Series	Production Manager	Kushner-Locke
"976-EVIL II" - Feature Film	Visual FX Unit Production Manager	CineTel Films
"Movietime Network" (aka E!)	Exec. Producer/Creative Director	Movietime/E! Entertainment
"Academy Awards" - Pre-Show	Live Remote Field Producer	KABC-TV Los Angeles
"The Californias" - Series Promos	Promo Producer/Writer/Creative Director	KCBS-TV Los Angeles
"Scared Straight" - PSA's	Writer/Producer/Director (L.A.)	WWOR-TV New York
"Eye On L.A./Hollywood" - Mag'n	Director/Segment/Field/Day-Of-Air Producer	KABC-TV / ABC Television