

KATHY GULINELLO

Emmy Award-winning content creator with 20 years of experience, known for creativity, exceptional vision, outstanding interpersonal skills, and senior management expertise within the fields of television and media. Proven track record of building cost-effective operations systems, as well as integrating digital and monetary content to expand viewership into the millennial sphere. Founder of Pink Tank Productions, a boutique media marketing company aimed at amplifying the voices of women, known for shaping dynamic brand identities that stand out from the pack.



Experience:

SONY PICTURES

ENTERTAINMENT: 2014- Present

“The Good Dish” Co-Executive Producer

- Manage all aspects of development and Production from casting to set design and content for pilot, Incubation, and launch season

The Dr. Oz Show,” Senior Supervising Producer

- Manage a team of producers, field producers, and support staff to create syndicated programming for Emmy-winning daytime show.
- Oversee all aspects of production, including writing scripts, booking talent, art direction, graphics, and out-of-studio field tape segments.
- Help to conceive and create digital content for social media and web.
- Create successful in-show franchises to reinvigorate the Dr. Oz brand and draw in millennial viewership.

NBC UNIVERSAL: Spring, 2022

“Today all Day” Consulting Producer

- Helped develop & execute dating & relationship show with Jill Martin, “Tinx,” and Tracy McMillan as part of “Today All Day” digital content

TELEPICTURES: 2009 - 2013

“Bethenny” Senior Supervising Producer

- Maintained leadership role as #2 to the Executive Producer, hiring, motivating, and supervising an editorial staff of 100, as well as overseeing all production calendars and creative content.
- Worked with integrations team to maximize potential in monetized segments.
- Created and implemented systems for various departments to streamline production process, ultimately increasing productivity while reducing the budget.

“Anderson Live”, Supervising Producer

- Participated in the successful re-formatting of Anderson Cooper’s daytime talk show, ultimately resulting in a 25% surge in younger-demo ratings
- Worked with segment and field producers to generate creative ideas for celebrity-driven segments, in-depth news guests, social experiments, contests, web content, and memorable on-set moments that garnered major press.

“Relationship, 360”, Producer

- Part of development team for talk show pilot with matchmaker Steve Ward.

Contact

(917) 519-4744

kathyg@pinktank.pink

www.pinktank.pink

BET:

May 2014 - April 2014

“After Hours with A.J. Calloway” Executive Producer

- Generated and oversaw all creative content, budget, set design, and bookings for a celebrity-driven late-night show

CBS PARAMOUNT

2003- 2010

“The Doctors”, Producer

- Helped launch the first high-energy, medical and health-based Emmy-winning daytime talk show.
- Cultivated relationships with top-ranking doctors, beauty, and lifestyle experts.
- Successfully developed and launched a celebrity-driven reoccurring segment, “The Motherhood Survival Club,” with a corresponding web community.

“The Test”, Consulting Supervising Producer, Hollywood, CA

- Successfully booked and produced exclusive, in-depth celebrity interviews.

“The Montel Williams Show”, Producer, New York, NY

- Produced innovative, sweeps-oriented shows for syndicated talk show.

Skills:

- Leadership
- Creativity
- Problem-Solving
- Writing
- Communication

Ready to expand video production for already existing brands, startups, or shows looking to present dynamic, eye-catching content for broadcast or social channels that encourages real engagement.

Related Experience:

News Producer:

WNBC, NY1, UPN9, Fox News Channel

Education:

Bachelor's Degree, Journalism & Mass Media, Rutgers University, 2002