



CHRISTINA FOTINELLI

SENIOR
PRODUCER

EXPERIENCE

SEP-NOV 2020 | LIVESTREAM PRODUCER | CONTRACT

Dreamtek | London, UK

Produced the livestream of luxury fashion brand's Spring Summer21 pre-show and show across multiple global platforms. Produce livestream of weekly music show on Twitch for global tech giant.

JAN-MAR 2020 | SENIOR PRODUCER | CONTRACT

Brands at Work | London, UK

Strategic venue analysis for multi-million dollar, 2,000+ person event, new business & in-depth review of over 20 virtual event & video-voice-sharing-chat platforms.

MAY-DEC 2019 | SENIOR PRODUCER | CONTRACT

Proud Robinson & Partners, The Brewery | London, UK

Transformers Summit & Academy: concept, planning & delivery of week-long seminar in Senegal for 45 tech start-ups, plus summit & gala for 400 people.

FEB-MAY 2019 | EVENT PRODUCER

White Label LIVE Events | London, UK

UEFA Champion's League flagship event with Luis Figo - Sugar Loaf Mountain. 500+ fans & activations by Facebook, Heineken, Nissan, PlayStation & Sony: managed local suppliers, budget & contract negotiations.

Barcelona, 2-day event for 2000 employees of Candy Crush franchise gaming brand, King - managed on-site content capture & plenary pre-production.

2016-2019 | CONFERENCE PRODUCER | CONTRACT

Reload Greece | UK & Greece

Transformed annual entrepreneur's conference into sold-out destination event with 50+ speakers for 300+ live audience, 660 livestream views & 5,000+ online views. Content incl. 3 tracks, plenary sessions, short film programme & expo space. Delivered on micro-budget with a team of 3 staff plus 20 volunteers.

2016-PRESENT | OWNER

Rivet Event Management Ltd. | London, UK

Set up a company to trade through to provide consultancy & event management services to third parties for B2B & B2C events.

2013-2017 | HEAD OF SPONSORSHIP

London Indian Film Festival | London, UK

Increased sponsorship activity by 50% via retention of in-kind sponsors & on-boarding new partners BNP Paribas, The Bagri Foundation (title sponsor) and Excel Executive Cars.

PROFILE

I am a versatile senior producer, experienced in managing multi-disciplinary teams to produce high quality content and concepts across multiple platforms. Client-facing, I drive the process with clear communication and a grounded approach, ensuring optimum and cost-efficient delivery within set timeframes and profit optimisation.

Responsible for:
client lead and relationship management, planning, implementation, direction across internal departments, managing supplier relationships, budget and P/L management, execution & post analysis.

CONTACT

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riveteventmanagement.com

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Nationality  

Indefinite leave to remain 



2015-2016 | ASSOCIATE PRODUCER

Grass Roots Media | London, UK

Business development and production management of multiple projects including takeover of Google's YouTube Space London to shoot 164 digital videos across 7 consecutive days for 6 online children's entertainment channels.

2010-2014 | SHOWS & EVENTS MANAGER

Hearst Magazines | NYC, USA & London, UK

A-to-Z planning & delivery of luxury international events for Harper's Bazaar, Cosmopolitan & Esquire magazines. Digitised awards entry process for House Beautiful's flagship event achieving a 33% savings in budget. Doubled ticket sales revenues & sponsorship for two-thirds of live show costs for Prima Magazine.

2007-2010 | DIRECTOR MARKETING COMMUNICATIONS

MEC, part of WPP | NYC, USA

Responsible for PR & internal comms, relationships with media outlets & influencers & pitch management, including co-managing the pitch process that consolidated the \$2.3 billion AT&T account into a single media agency.

2005-2006 | PROMOTIONS PRODUCER

Showtime | Dubai, UAE

Produced TV trailers for Paramount Comedy Channel, Showtime Sports, The Movie Channel & Nickelodeon.

1998-2002 | PRODUCER, CREATIVE SERVICES

CNN International | London, UK

Produced TV promos & digital campaigns including CNN's 20th anniversary £4M global TV campaign (the largest CNN International had done at the time).

1995-2004 | OTHER EXPERIENCE

Universal McCann, Focus Features, Momentum Pictures, Disney, Channel 4 Television | London, UK

EDUCATION

1992-1996 | NORTHWESTERN UNIVERSITY | USA

SCHOOL OF COMMUNICATIONS

B.SC. IN RADIO, TELEVISION & FILM

2003 | EUROPEAN MASTERS IN AUDIOVISUAL MANAGEMENT | ITALY

TESTIMONIALS



...meticulous, highly organised, and gets results."

"... ability to project manage & team manage simultaneously."

"She delivers and finds solutions to problems irrespective of the degree of difficulty...she is always ahead of things."

"Her international background enabled her to communicate efficiently & effectively in the different countries she organised our events in."

"...took the time to research & understand our goals. She remained calm under pressure, taking swift & confident action to solve any problems that arose."

"Her energy & positive attitude make her a pleasure to work with."



LICENSES & CERTIFICATIONS

- ✓ IOSH Managing Safely
- ✓ Kellogg School of Management, Executive Education. Digital Marketing Strategies: Data, Automation, AI & Analytics
- ✓ Successful Negotiation: Essential Strategies & Skills, University of Michigan

LANGUAGES

ENGLISH	<div></div>
GREEK	<div></div>
SPANISH	<div></div>
FRENCH	<div></div>
ITALIAN	<div></div>

VOLUNTEERING

Age UK Westminster ♥ Hands on London
Macmillan Cancer Support ♥ NY Cares