

GINA ARISTARCO

MARKETING, MEDIA &
EVENTS COORDINATOR

CONTACT INFO

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EDUCATION

LIM COLLEGE
B.B.A / MARKETING
New York, NY
2014-2018

SKILLS

Problem Solving Adaptability
Project Management
Cross-Department Collaboration
Detail Oriented Design Thinking
Strategic Media Planning
Time Management
Detail Oriented Event Planning

OBJECTIVE

Marketing, Media & Events Coordinator with experience developing and executing strategic marketing plans to drive tune-in and brand awareness for ViacomCBS properties and tentpoles.

EXPERIENCE

COORDINATOR, CONSUMER MARKETING & MEDIA PLANNING

VIACOMCBS | MTV, VH1, CMT New York, NY | June 2018 – June 2019, March 2020-Present

KEY CAMPAIGNS: MTV VMAs, MTV MOVIE & TV AWARDS, THE HILLS: NEW BEGINNINGS

- Lead in the planning and execution of strategic marketing plans for all assigned shows including but not limited to developing media briefs, ideating and approving marketing plans, and trafficking and delivering final marketing assets.
- Project manage various internal departments such as Promos, Design, Social and Press in order to create and deliver all creative assets for all media campaigns.
- Create and manage interdepartmental documents including Creative Deliverables Charts, Budget Flowcharts, Marketing Checklists, Master One Sheets, and Trafficking Charts to effectively execute all paid media assets.
- Assist in the research and development of media integration in on-the-ground events including the MTV Video Music Awards and MTV's SnowGlobe Music Festival.

COORDINATOR, EVENTS & BRAND PARTNERSHIPS

VIACOMCBS | MTV, VH1, CMT New York, NY | June 2019 – March 2020

KEY CAMPAIGNS: MTV SPRING BREAK, MTV VMAS, SPARTAN RACES x THE CHALLENGE

- Conceptualize and develop unique on-the-ground events and tentpoles for MTV, VH1, and CMT.
- Coordinate with ViacomCBS's various internal departments such as Special Events, Integrated Marketing, and Brand Creative in order to execute all event needs and creative requests for live events.
- Create overview decks to organize and manage all ongoing event needs in pre-production as well as recapping events in a post-mortem breakdown to continue learning best practices for future events.
- Assist in the NDA execution and sponsorship negotiation for potential partners and agencies.

INTERN, CONSUMER MARKETING & MEDIA PLANNING

VIACOMCBS | MTV, VH1, CMT New York, NY | January 2018 – May 2018

KEY CAMPAIGNS: JERSEY SHORE FAMILY VACATION, TEEN MOM OG, CATFISH

- Develop weekly marketing campaign spotlights to understand trends in paid media focusing on competitive entertainment brands.
- Monitor upcoming awards shows and surrounding tentpole events in order to create detailed one sheets to prepare for the MTV VMAs and MTV Movie & TV Awards.
- Assist in the brainstorming and developmental stages of show activations including tentpole events, premium items, and show partnerships.

INTERN, NY FIELD PUBLICITY

PARAMOUNT PICTURES New York, NY | June 2017 – December 2017

KEY CAMPAIGNS: MOTHER!, SUBURBICON, DOWNSIZING, BAYWATCH

- Conceptualized, pitched, coordinated, and executed college publicity and grassroots events in the greater NYC area.
- Assisted field team with press screenings, premieres and mainstream events including managing reserved seating, press check-in, and post-screening reporting.