

# STEPHEN LENTINI

CREATIVE DIRECTOR, PRODUCER

LENTOSBRAND.COM

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## Skills

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- Nominated for **4 National Sports Emmys** for Outstanding Digital Innovation and Interactive Experience.
- Content strategy and creative direction blending the technical and creative.
- Team leadership, cross-functional collaboration, and strategic partnerships.
- Budgeting, production management.
- 3D + 2D Motion design, promo and broadcast graphics.
- Brand development and rebranding.
- Influencer Marketing
- Social media strategy and audience growth.

## Websites, Portfolios, Profiles

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- <https://www.linkedin.com/in/stephenlentini/>
- <https://www.lentosbrand.com>

## Work History

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**Contracted Head of Production, Digital and Broadcast**  
**Tracy Anderson Method**

07/2025 to Present

- Launched a new lower-tier streaming platform (A4) featuring High Performance Trainers, including full content pipeline and brand positioning.
- Built and deployed end-to-end streaming infrastructure across all new brick-and-mortar studios nationwide (Montana, NYC, The Hamptons, Miami, Los Angeles).
- Help lead post-production creative, workflow, and delivery for social channels with a combined audience of 2M+ followers.
- Budget, produce, and direct all high-level shoots, brand campaigns, and digital content initiatives.
- Manage multidisciplinary creative teams—including editors, designers, and audio mixers—to ensure quality, speed, and brand consistency.

- Uphold and evolve Tracy Anderson's premium brand standards across all content, production, and digital touchpoints.

## Creative Director, Digital and Broadcast

03/2024 to 06/2025

### Amazon / Fortress Media (Contract) |

- Lead creative direction, production, and delivery of B2B and B2C commercial content series showcasing Amazon Alexa integrations across smart home, automotive, and enterprise platforms.
- Translate complex product features—sign-in workflows, voice control, multimodal capabilities, and LLM-powered experiences—into clear, engaging visual storytelling.
- Manage concepting, scripting, directing, and post-production to ensure all campaigns meet Amazon's technical, UX, and brand standards.

### Campaign Highlights:

- **Alexa Smart Home (U.S.)** – Demonstrated seamless smart-home integration, device orchestration, and voice-activated automation.
- **Alexa Smart Vehicles (BMW, U.S.)** – Showcased in-vehicle Alexa functionality, hands-free interaction, and connected-car experiences.
- **Alexa Custom Assistant w/ LLM Technology (U.S. & Japan)** – Introduced Amazon's AI-powered custom assistant for enterprise clients; produced localized multi-market versions currently in production.

## Head of Production + Creative Director, Digital and Broadcast

01/2021 to 05/2024

### Fan Controlled Sports and Entertainment

### Key Achievements:

- Nominated for **4 National Sports Emmys**, including Outstanding Digital Innovation and Interactive Experience.
- Launched Fan Controlled Football, Fan Controlled Nascar and Baseball giving sports fans the power to call every play, every driver decision and every pitch.
- Grew live broadcast viewership by 3x over several seasons, reaching **40+ million live views** across NBC LX, Peacock, DAZN, Twitch, and Fubo Sports Network.
- Increased social media engagement by **37%**, driving audience growth on YouTube, TikTok, Facebook, and Twitch.
- Oversaw multiple live broadcasts during the season and led social media and podcast production teams, producing over 50 hours of programming weekly.
- Oversaw and wrote high level marketing campaigns for NBC, DAZN, TWITCH.

## **Responsibilities:**

- Oversaw and wrote all aspects of digital and broadcast content strategy, network marketing, including live streams, video-on-demand, promos, podcasts, and social media content.
- Executive Producer of groundbreaking programs, such as “*The T.O. Zone*” with Terrell Owens and Fan Controlled Football on NBC LX, Peacock, DAZN, Twitch, and Fubo Sports Network.
- Recruited, managed, and led a 60-person creative team, including producers, editors, motion designers, and technical staff.
- Directed brand development and rebranding initiatives for Fan Controlled Sports and its sub-brands (Football, NASCAR, Baseball, Golf, and Hoops).
- Spearheaded partnerships with high-profile brands (Wendy's, Gatorade, Progressive) to create bespoke branded content.
- Delivered innovative solutions, including app redesigns and monetized Web 3.0 content strategies.
- Creative Direct and manage broadcast, social and network partner graphics packages.
- Creative Direct, manage, write and approve copy for broadcast, social and network partners.

## **Head of Production and Development**

07/2017 to 01/2021

### **Masada Film Productions**

- Managed a \$10M+ production fund to develop and produce feature films, documentaries, and series.
- Oversaw all stages of production, content strategy, from pre-production logistics to post-production delivery, across domestic and international projects.
- Collaborated with award-winning directors, writers, and distribution teams to bring original content to market.
- Provided creative notes, led ideation sessions, and ensured projects aligned with audience and market demands.
- Drove business development, securing strategic partnerships and funding for original content.

## **Principal, Creative Director**

02/2015 to 05/2017

### **Lentos Brand**

- Created, developed, and sold original content, including “*Survival of the Clickiest*” (Oxygen) and documentaries such as “*The Glacier Project*”
- Brand and Content Strategy for FOX, Fuel TV, Discovery, Nickelodeon, PBS, NBC and more.
- Designed and implemented cross-platform branding and social media campaigns for clients, including NBC Universal, MTV, Showtime, and Ferrari.
- Produced and directed live-action content, promotional videos, and branded campaigns to engage audiences across digital, TV, and social platforms.
- Led team of editors, designers, and writers to execute high-impact campaigns within tight deadlines.

- Creative Direct and manage broadcast, social and network partner graphics packages.
- Creative Direct, manage, write and approve copy for broadcast, social and network partners.

## **VP, Production and Development**

08/2012 to 01/2015

### **Goldstein Douglas Entertainment**

- Developed and sold original TV series, including “*Mind Traveler with Gary Busey*” (NBC Universal).
- Adapted TV formats for international markets, ensuring cultural relevancy and regulatory compliance.
- Negotiated talent and syndication deals with networks and agencies, securing high-value contracts.
- Created show concepts, directed shooting styles, and managed post-production for various formats.

## **Creative Director, Executive Producer**

04/2005 to 08/2012

### **News Corp (FOX Reality, FOX Sports, FUEL TV)**

- As Executive Producer, I ran all in-house production for Fox Reality.
- Created high impact campaigns and branding packages for Fox Reality, Fox Sports and Fuel TV.
- Directed and produced award-winning shows, including “*Las Vegas Bounty Hunters*” and “*Paradise Hotel 2*”.
- Executive Producer, “GMac Big Wave Attack” documentary which was the predecessor to “100 Foot Wave” on HBO
- Launched major channel initiatives, such as the UFC on FUEL TV/FS2, American Idol on Fox Reality.
- Produced branded content, theme specials, and live broadcasts for FOX Reality and FUEL TV.
- Creative Direct and manage broadcast, promo, and social graphics packages.
- Creative Direct, manage, write and approve copy for broadcast and promo.

## **Writer/Producer**

### **PAX/ION Television**

2002 – 2004

- Write and produce compelling on-air content, including promos, teasers, and features, to drive viewer engagement and brand awareness.
- Wrote promos for MGM Movies of the Week, Last Comic Standing, and original Game Shows.

### **Fox Sports Net.**

2000 – 2002

### **Production Coordinator**

- Associate Producer on Emmy Award-winning show, “MLB’s “Strike Zone”.
- Write and produce story opens for live production: “Saturday Morning College Kickoff”, “Sunday Morning NFL”.
- Produce interviews with collegiate and pro athletes.
- Write branded sponsor copy for televised events.

- Curate sports highlights for NFL, NHL, and MLB.

## Education

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**Bachelor of Science:** Behavioral Psychology, Telecommunications

**University of Florida**

## Awards

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- **Emmy Nominated:** Fan Controlled Nascar Watch Party (2023).
- **2x Emmy Nominated:** Fan Controlled Football Broadcast in Outstanding Digital Innovation and Outstanding Interactive Experience (2022).
- **Emmy Nominated:** Fan Controlled Football Broadcast (2021)
- **Promax Gold Winner:** Recognized for excellence in creative campaigns (2008, 2018).
- **Telly Award Recipient:** Multiple wins for innovative promo campaigns (2007–2008).
- **Suncoast Emmy Winner:** Florida Marlins Strike Zone (2002).