

STEPHANIE LONG

Marketing Strategy & Creative Lead

Los Angeles, CA

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portfolio: stephwnlong.com

SPECIALTIES & SKILLS

- 360 marketing campaign strategy and execution
- Manage, develop and provide strategy and vision for creative teams
- Writer/Producer/Director promotion and marketing
- Brand positioning
- Utilize streaming and marketing analytics for campaign quantification
- Strategic creative development across business platforms
- Pitch campaigns to high profile showrunners, studios, clients and talent
- Out of Home billboard strategy
- Legislative relations and business relations management

EXPERIENCE

FOX Entertainment / Director, On-Air Promotion

May 2024 - Present, Los Angeles, CA

- Conceive, write, and produce for show campaigns, topical spots and shoots
- Work cross functionally across company business units
- Manage Senior Writer/Producer and outside vendors on creative
- Manage timelines and deliverables

Netflix / US Media Marketing

Contract through **Magnit Global**

June 2023 - May 2024, Los Angeles, CA

- Collaborate with the Senior Media Manager, US Media team and media agencies to build the Perms billboard Out of Home strategy
- Align goals across the organization for new/emerging media partners and technology
- Work with future vendor prospects for long-term and short-term Out of Home incremental opportunities
- Maintain legislative relations with the City of West Hollywood Chamber of Commerce and the City of LA
- Manage digital and print Out of Home placements, scheduling, installation and maintenance
- Landlord business management
- Marketing innovation support and management for paid media creative campaigns

Netflix / Creative Marketing Director

September 2021 - June 2022, Los Angeles, CA (department and role eliminated during company-wide layoffs)

- Aligned business strategies with the kids & family cross functional executive team
- Oversaw budget forecasting for series slate
- Goal set long lead planning with Netflix content and consumer product executives
- Managed a team of marketing and creative leads
- Built an in-house creative studio to prioritize asset workflow from conception to execution

Netflix / Creative Marketing Lead

October 2018 - September 2021, Los Angeles, CA

- Marketing lead for the Netflix kids & family original animated and live action series
- Provided creative strategy and led campaign execution with internal cross functional partners, external agencies and an in-house creative studio
- Engaged viewers, drove and sustained title growth and zeitgeist conversation through 360 campaigns
- Leveraged marketing and media analytics and applied data to test and pivot campaigns

Disney Television Group / Creative Director

January 2012 - October 2018, Burbank, CA

- Provided creative vision and executed promotional and franchise driven campaigns with an award-winning creative team
- Identified opportunities to expand the Disney Channel, Disney Junior & Disney XD brands to drive measurable results within the Walt Disney Company

Disney Television Group / Senior Writer Producer

September 2008 - January 2012, Burbank, CA

- Led creative marketing priority launch campaigns, stunts and episodic promotion for Disney Channel and Disney Junior
- Rebranded Playhouse Disney as Disney Junior, which in its 1st year became the #1 preschool cable network

Cablevision, VOOM HD Networks / Creative Director

April 2004 - September 2008, New York, NY

- Led creative marketing launches and campaigns for sports, gaming, animation, music and travel networks

EDUCATION

University of Miami / Bachelor of Science in Communication

Coral Gables, FL

PROFESSIONAL AFFILIATIONS & AWARDS

Soapbox Women, member

Guest Speaker, California State University Northridge AMA

Guest Speaker, University of Miami Student LA Program

Promo Pathways Santa Monica College, Mentor and Program Judge

Juror, Promax/BDA North America Awards

Promax/BDA National Executive Mentorship Program

Promax/BDA Thrive Program Participant

Graduate WICT Rising Leaders Program

Emmy Award Winner, Promax BDA Award Winner, Telly Award Winner, CTAM Award Winner

VOLUNTEERING

Member, Delta Sigma Theta Sorority, Incorporated

A private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world.

Serve as Secretary for the San Fernando Valley Alumnae Chapter