

STEPHANIE LONG

Marketing Strategy & Creative Lead

Los Angeles, CA

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CORE COMPETENCIES

- 360 Marketing Campaign Strategy and Execution
- Creative Direction and Team Leadership
- Brand Positioning and Messaging
- Data-Driven Campaign Optimization
- Cross-Functional Collaboration
- Pitching to Showrunners, Studios and Talent
- Out of Home (OOH) Media Strategy
- Vendor, Legislative and Business Relations

PROFESSIONAL EXPERIENCE

FOX Entertainment / Creative Director, On-Air Promotion

May 2024 - Present, Los Angeles, CA

- Lead the creation of on-air campaigns and digital assets for live-action comedies and adult animation.
- Partner with Fox Entertainment Studios to develop trailers and sizzle reels promoting studio initiatives.
- Manage Senior Writer/Producers and outside vendors on creative execution.
- Oversee timelines, workflows and stakeholder communications across departments.

Netflix / US Media Marketing

Contract via **Magnit Global**

June 2023 - May 2024, Los Angeles, CA

- Designed and executed Out-of-Home strategy for key Perms billboard placements.
- Managed external vendor relationships, installation timelines, and campaign optimization.
- Maintained business and legislative partnerships with the City of Los Angeles and West Hollywood Chamber of Commerce.
- Supported innovative media and tech integrations into paid media campaigns.

Netflix / Creative Marketing Director

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

- Aligned business strategies with the Kids and Family cross functional executive team.
- Directed cross-functional strategy for Kids and Family content, overseeing marketing and creative leads.
- Led budget forecasting and asset workflow across multiple verticles.
- Goal set long lead planning with Netflix content and consumer product executives.
- Built and scaled an in-house creative studio to streamline campaign development from concept to launch.

Netflix / Creative Marketing Lead

October 2018 - September 2021, Los Angeles, CA

- Marketing lead for the Netflix Kids and Family original animated and live action series portfolio.
- Collaborated with cross-functional teams and agencies to drive viewership and cultural impact.
- Used performance data to optimize creative strategy and campaign effectiveness.

Disney Television Group / Creative Director

January 2012 - October 2018, Burbank, CA

- Led award-winning promotional campaigns across Disney Channel, Disney XD, and Disney Junior.
- Developed long-term brand strategies and franchise support campaigns within the Disney ecosystem.

Disney Television Group / Senior Writer Producer

September 2008 - January 2012, Burbank, CA

- Launched major creative campaigns and episodic promotions for flagship shows.
- Rebranded Playhouse Disney into Disney Junior, leading to its #1 ranking among preschool networks in its first year.

EDUCATION

University of Miami / Bachelor of Science in Communication

Coral Gables, FL

AWARDS AND AFFILIATIONS

- **Awards:** Emmy Award | PromaxBDA Award | Telly Award | CTAM Award
- **Affiliations & Leadership:**
 - Soapbox Women, Member
 - Guest Speaker: CSU Northridge AMA & University of Miami LA Program
 - Mentor & Judge: Promo Pathways, Santa Monica College
 - Juror: Promax/BDA North America Awards
 - Executive Participant: Promax/BDA Mentorship & Thrive Programs
 - Graduate: WICT Rising Leaders Program