

STEPHANIE LONG

Marketing Strategy & Creative Lead

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CORE COMPETENCIES

360 Campaigns (B2B/B2C, Data-Driven Optimization) · Creative Direction & Production · Brand Positioning
Content Launch & Franchise Marketing · Pitching to Showrunners, Studios and Talent · OOH & Paid Media Strategy
Executive Stakeholder Alignment · Vendor & Partnership Management

PROFESSIONAL EXPERIENCE

FOX Entertainment / Director, Creative Advertising

May 2024 - Present, Los Angeles, CA

- Lead creative strategy and execution for on-air campaigns, partnerships and social media content across FOX Entertainment's adult animation, live-action comedy and unscripted slate, contributing to strong Live + 7 ratings and second season pick ups
- Develop custom content designed to drive audience engagement and extend campaign reach across social media platforms
- Partner with FOX Entertainment Studios to create trailers and sizzle reels supporting talent deals and content acquisitions and distribution initiatives
- Manage Sr. Writer/Producer and external vendors, overseeing creative development across campaigns
- Direct timelines, workflows and cross-functional stakeholder communications to ensure seamless delivery
- Apply AI tools (ChatGPT, Gemini, Runway) to streamline workflows and enhance creative ideation

Netflix / US Media Marketing

Contract via **Magnit Global**

June 2023 - May 2024, Los Angeles, CA

- Brought in post layoff as a marketing contract specialist to support high priority media initiatives
- Executed long-range campaign planning in partnership with paid media content launches
- Managed high visibility billboard campaigns in premium Los Angeles placements
- Managed external vendor relationships, installation timelines and campaign optimization
- Integrated emerging media technologies into paid campaigns to enhance audience engagement
- Maintained business partnerships with the Los Angeles and West Hollywood Chamber of Commerce

Netflix / Creative Marketing Director

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

- Directed cross functional marketing strategy for Netflix Kids and Family content, aligning B2B and B2C initiatives with senior executive stakeholders across content, consumer products and partnerships
- Led end-to-end campaign development across high volume content slate overseeing creative, media, and production workflows from concept through launch
- Built and scaled an in-house creative studio, streamlining campaign execution and reducing reliance on external agencies
- Owned long-range planning and budget forecasting, optimizing resource allocations
- Managed and mentored a team of marketing creative leads, driving high-impact campaigns that supported title launches and sustain strategies
- Partnered with executive leadership to define go-to-market strategies, ensuring alignment between creative vision and business objectives

Netflix / Creative Marketing Lead Manager

October 2018 - September 2021, Los Angeles, CA

- Recruited from Disney to help build and scale the Netflix Kids and Family marketing team
- Served as marketing lead for Netflix Kids and Family original series portfolio, driving campaign strategy across animated and live-action titles
- Led cross-functional collaboration across creative, media, product and external agencies to deliver integrated 360 campaigns to drive viewership and cultural impact
- Used performance data and audience insights to refine creative strategy, optimizing campaign effectiveness
- Developed and pitched campaign concepts to senior executives, showrunners and stakeholders
- Contributed to B2B and B2C initiatives that strengthened brand positioning

Disney Television Group / Creative Director

January 2012 - October 2018, Burbank, CA

- Led creative strategy and execution for high-profile promotional campaigns across Disney Channel, Disney XD and Disney Junior, supporting a diverse portfolio of original and franchise content
- Developed cross-platform marketing initiatives from concept through launch, delivering award-winning campaigns that drove viewership, brand engagement and franchise growth
- Shaped long-term brand positioning and franchise strategy within the Disney ecosystem
- Managed and mentored internal creative teams and external agencies

Disney Television Group / Senior Writer Producer

September 2008 - January 2012, Burbank, CA

- Conceptualized and produced high-impact promotional campaigns and episodic promotion for Disney Channel, Disney Junior and Disney XD, driving brand affinity, engagement and tune in
- Played a key role in the rebrand of Playhouse Disney into Disney Junior, contributing to its successful launch and #1 ranking among preschool networks in its first year
- Partnered with cross-functional teams to support franchise building initiatives

EDUCATION

University of Miami / Bachelor of Science in Communication

Coral Gables, FL

AWARDS, AFFILIATIONS & INDUSTRY LEADERSHIP

- Recognized across major industry awards including Emmy Awards, PromaxBDA, Telly Awards, CTAM and Clio Awards, with ongoing involvement as an awards juror evaluating creative excellence in television and marketing
- Active member of the National Association of Television Arts and Sciences, contributing to industry standards and affinity programs
- Engaged in professional development and leadership communities including Soapbox Women and past engagements including PromaxBDA mentorship and Thrive programs, as well as the WICT Rising Leaders Program
- Regular guest speaker and mentor through organizations such as CSU Northridge AMA, University of Miami LA Program and past affiliation with PromaxBDA Promo Pathways, supporting emerging talent in entertainment marketing and creative production