

EXPERIENCE

CREATIVE DIRECTOR, NA / MEDIA.MONKS / FULLTIME / JAN 2021 - NOV 2022

Creative Direction / Senior Leadership / Creative Team Development + Management / Mentorship / Cross Departmental Development / In-house Capability Development / Client Management / Agency Partner / Internal + Client Workshops / New Business / Conceptual Creative / Platform Ideas / 360 Campaigns / Creative Strategy / Film / Digital Video / Digital + Social Content / Directing / DCO / Pre Production / Post Production / 3D + 2D Animation / Display / Web Design

- Built and managed creative teams through the conceptualization and development of cross-platform content with an emphasis in film and digital innovation
- Partnered with fellow senior leadership, across account, strategy, media, and production, daily to achieve client business goals successfully
- Collaborated and developed internal processes, cross-departmental infrastructure, and ways of working with multiple brand clients and partner AORs
- Ensured creative and production optimizations while bridging gaps between local and global capabilities
- Navigated complex workstream collaborations across NY, LA, TO, BA, MX, AMS, and IN
- Provided inspiration, mentorship, and counsel to creatives, interns, and peers

- Pitched against an AOR and won the 3D animation business for a renowned IP
- Pitched, sold-in, and utilized Unreal Engine tech for a renowned IP
- Maximized and evolved visual aesthetics and taste appeal for more than 20 brands across US and CA
- Oversaw the development of 60+ projects delivering over 2,000 creative assets within multiple verticals
- Scaled up creative effectiveness to over 90%—leading all other global business units

- Collaborated on brand and media strategy for equity, quarterly, and promotional campaigns
- Created original, 2D animation content with a newly established IP
- Pitched and developed the client's first DCO campaign and maximized creative for budgetary efficiencies

- Managed creative teams through the conceptualization and development of a robust 3-phased strategic, digital and social campaign
- Collaborated on social strategy, ensuring relevance within 4 target audience and use of best practices
- Managed 4 global creative teams, and collaborated with 4 global production teams simultaneously
- Delivered over 200+ unique film assets, within 3-4 weeks, for each phase

CLIENTS / Mondelez US + CA: OREO, Chips Ahoy, Ritz, Sour Patch Kids, Nutter Butter, Halls, Dentyne, Triscuit, Nabisco Snack Packs, etc. / eOne Hasbro: My Little Pony / Botox Cosmetic / Venus Gillette

CREATIVE DIRECTOR / FIRSTBORN / FREELANCE / 2019

Creative Direction / Creative + Client Management / Leadership + Mentoring / Film / Digital Video / Digital + Social Content / Content Library / Pre Production / Post Production

- Managed creatives through the conceptualization and development of an equity campaign and 7 additional promotional campaigns
- Collaborated with clients and in-house agency creatives daily, to successfully achieve business objectives and maintain the visual aesthetics of a newly established IP
- Led and maximized 1 shoot to develop a robust content library and modular approach to subsequent campaigns and needs
- Navigated production workstreams across NY, LA, and TO
- Delivered cross-platform content with an emphasis in film, for US and CA; each campaign consisted of over 200+ unique, digital and social assets

CLIENT / Peloton

STEFANI COTTRILL

CREATIVE DIRECTOR / WWW.STEFANI-COTTRILL.COM / LINKEDIN / STEFANI.COTTRILL@GMAIL.COM

EXPERIENCE

CREATIVE DIRECTOR / VAYNERMEDIA LA + NY / FREELANCE / 2018 - 2019

Creative Direction / Creative Team Development + Management / Mentorship / Client Management / New Business / Conceptual Creative / Platform Ideas / 360 Campaigns / Creative Strategy / Directing / Film / Digital Video / Content Library / Digital + Social Content / Pre Production / Post Production / Client Workshops / Responsive Web Design / e-Comm / Brand Identity + Style Guides / Display

- Collaborated with the GCD to build new creative teams in the LA office
- Managed creative teams through the conceptualization and development of cross-platform, campaigns
- Partnered with fellow senior leadership, across account, strategy, media, and production, daily to successfully achieve client business goals
- Collaborated on brand, media, and social strategy for equity, quarterly and promotional campaigns to ensure relevance, creative effectiveness, and use of best practices
- Maximized creative for production efficiencies and evergreen optimizations
- Navigated complex workstream collaborations across NY, LA, and AMS
- Collaborated with CD partner to lead the creative team through the conceptualization and development of a global, integrated rebrand of a renowned IP
- Co-directed, led and maximized, 2 international motion and still shoots to develop a robust content library
- Delivered over 600+ creative assets, with an emphasis in film and digital, for cross-platform usage across the US and global markets

CLIENTS / New Business / E! People's Choice Awards / Neutrogena / Clean & Clear / Campbell's / Acuvue / Johnson & Johnson's Baby

VP, CREATIVE DIRECTOR / ADDITIONAL AGENCIES / FREELANCE / 2018 - 2020, 2023

DIGITAS / CHEMISTRY / VMLY&R / INDUSTRIAL COLOR / WUNDERMAN THOMPSON / HAVAS / DDB / VARIOUS BOUTIQUES + STARTUPS

ASSOCIATE CREATIVE DIRECTOR - ART DIRECTOR / FULLTIME - FREELANCE / 2005 - 2017

PUBLICIS / SAATCHI / HAVAS / ATMO BBDO / OGILVY SINGAPORE / SAPIENT NITRO / OGILVY NY / JWT / MR. YOUTH / NOISE / MRM / DEUTSCH / RDA INT.

CAPABILITIES

Creative Direction / Creative Team Development + Management / Cross Departmental Development / Client Management / Leadership + Mentorship / Agency, Client, + Partner Workshops / Creative Strategy / Conceptual Creative / Global Platform Ideas / Capability Development / 360 Campaigns + Ecosystems / New Business / Directing / Film + Broadcast + Digital Video / Digital + Social Content / Fit-for-Format / Digital + Social Campaigns / Motion + Still Shoots / Asset + Content Libraries / Storyboarding / DCO / Motion Graphics / Pre Production / Post Production / 3D + 2D Animation / Unreal Engine / UX + UI + IA / Responsive Web Design / UX + UI + IA / In-Game, Standard + Rich Media Display / e-Comm / CRM / Brand Identity + Style Guides / App + Product Design

SKILLS

Figma / Photoshop / Illustrator / Google Suite / Workday / Monday / 10,000 Ft / Greenhouse / Slack / Harvest / Microsoft Teams / Acrobat Pro / Microsoft 365 / DaVinci Resolve / Avid / Premiere Pro / After Effects / Unreal Engine / Creative X / Google Director Mix / iconik / Global Edit / Frame IO / Frontify / MURAL / Canvas / Demandware / Lightroom / Bridge / InDesign / Sketch / TeamGantt / Loom / HTML 5 / CSS / ActionScript / Java + JavaScript

STEFANI COTTRILL

CREATIVE DIRECTOR / WWW.STEFANI-COTTRILL.COM / [LINKEDIN](#) / STEFANI.COTTRILL@GMAIL.COM

PORTFOLIO

WWW.STEFANI-COTTRILL.COM

EDUCATION

BFA, GRAPHIC DESIGN

University of Memphis, TN

HONORS

MEDIA.MONKS NY INTERN PROGRAM / 2021 - 2022

Selected to host 10 Interns throughout a 12-week Summer/Winter program. Participant in the Guest Speaker Series sharing personal/career experience, tips/advice, and 1-on-1 resume/portfolio reviews.

CREATIVELY

Participant in their new #Discover campaign / Featured Member during their launch

MUSE BY CLIO

Selected to be featured in the Muse Recruits Spotlight, part of the Clio Network

PUBLICIS NY INTERN PROGRAM / 2015 - 2017

Mentoring 12 interns throughout a 12-week Summer program. Creative Director for 1 of 3 teams, providing guidance for their overall campaign project. Participant in the Speaker Sessions sharing personal/career experience and tips/advice to navigate the advertising industry.

AIGA NY MENTOR PROGRAM / 2014 - 2017

Participant in mentoring NYC High School of Art + Design student throughout a full academic year, from sophomore year to graduation. Providing guidance on future career paths and tactical tips/advice on school projects.

DAVEY AWARDS

Eucerin / Silver in Community / Silver in Consumer Products + Services / Bronze

HSMIA ADRIAN AWARD

W Hotels / Outstanding Website

WEB MARKETING ASSOCIATION'S WEB AWARDS

Starwood Real Estate Group

ART DIRECTORS CLUB

Advertising + Design representative to judge the 50th Annual ADC of NJ Awards Exhibition