

Gabriella Stefanelli

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Gabriella is a senior motion designer with over a decade of experience creating 2D & 3D advertising content. Her expertise includes video ads, interactive playables, and CTV commercials that combine compelling visual storytelling with performance-driven strategies to engage audiences and deliver measurable results.

EXPERIENCE

Freelance Motion Designer

www.gabriellastefanelli.com

Greater Seattle Area - Remote

July 2013 - Present

Alongside her full-time career, Gabriella has built and maintained a successful freelance business creating marketing content for a variety of companies. Some of those companies include Moloco, Jest, Enjoy Hemp, Forgge Super Drink, Erie Golf Club, Leaps & Rebounds, and Erie County Technical School.

Senior 2D/3D Designer

AppLovin Corporation

Palo Alto, CA - Remote

September 2021 - January 2025

Gabriella's main role was to create video advertisements, designed HTML5 interactive playables, and connected TV commercial campaigns for mobile game and e-commerce companies. She stepped into a leadership role by providing creative direction, delegating tasks, and ensuring projects were delivered on time. Gabriella mentored interns and oversaw outsourced vendor work to maintain quality and alignment with project goals. Additionally, she analyzed performance data and applied AI-driven tools to optimize ad creatives to improve campaign results.

Manager of Advertising Content & Game Day Operations

Lincoln Stars Hockey Team

Lincoln, NE

August 2018 - March 2020

Created marketing content including animations, interview videos, and print graphic designs for the Lincoln Stars hockey team. This content was used across social media advertising, sponsorship commitments, and fan engagement on the in-arena jumbotron scoreboard during games. Once the puck dropped, she produced and directed the live in-arena game presentation and coordinated all game-night operations for the video board show.

Media Support

Norland International, ABE Equipment & Norland Pure

Lincoln, NE

December 2017 - August 2018

Gabriella collaborated with another member of the marketing team to provide all three companies with photography, videography, graphic design, and social media support.

Media Production Specialist II

Erie Insurance Group

Erie, PA

July 2014 - July 2017

In the Media Services division of a Fortune 500 Insurance company, Gabriella collaborated with a variety of departments to animate and film informational videos, webcasting broadcasts, and historical animations.

Production Coordinator

Sandpiper Animation

Edinboro, PA

Jan 2013 - July 2013

Collaborated closely with the Animator and Director throughout the production process, while coordinating and submitting animated projects to film festivals worldwide.

EDUCATION

Animation Mentor

Completed 5 Classes in their 3D Character Animation Program

Online Classes

PennWest University (Formally known as Edinboro University)

BFA in Applied Media Arts - Computer Animation Concentration & Minor in Art History

Edinboro, PA

SOFTWARE

Adobe After Effects, Autodesk Maya, Blender, Figma, HTML5, Unreal Engine, Premiere, Photoshop, Illustrator, Canva, and InDesign. Advanced AI knowledge in asset generation and media production by using ChatGPT DALL-E, Midjourney, Runway, Adobe Firefly, ElevenLabs, Play.ht, HeyGen, Google AI Studio, and Stable Diffusion.