

# Gabriella Stefanelli

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Gabriella Stefanelli is a motion designer with **over 13+ years of experience** specializing in performance-driven advertising. She creates video and interactive playable advertisements designed to capture attention, communicate ideas quickly, and drive measurable results.

## EXPERIENCE

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### **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. She has partnered with a diverse range of clients including Jest, Forgge Super Drink, Enjoy Hemp, Sandpiper Animation, Erie Golf Club, Palace Business Centres, Leaps & Rebounds, and Erie County Technical School.

### **Senior 2D/3D Designer**

**AppLovin Corporation**

**Palo Alto, CA - Remote**

**September 2021 - January 2025**

Gabriella created 2D and 3D playable, video advertisements, Connected TV, and e-commerce campaigns. She stepped into a leadership role managing 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 and 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, overseeing interns, delegating production responsibilities, and coordinating 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 create informational videos, webcasting broadcasts, and historical animations.

## EDUCATION

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### **Animation Mentor**

Completed 5 Classes in their 3D Character Animation Program

**Online Classes**

### **PennWest University**

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

**Edinboro, PA**

## SOFTWARE

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Adobe After Effects, Autodesk Maya, Blender, 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.