

# Gabriella Stefanelli

---

[www.gabriellastefanelli.com](http://www.gabriellastefanelli.com) • (814) 440-2177 • [contactme@gabriellastefanelli.com](mailto:contactme@gabriellastefanelli.com)

---

Gabriella Stefanelli is a motion designer specializing in performance-driven advertising. She creates advertisements and commercials to capture attention, communicate ideas quickly, and drive measurable results.

## EXPERIENCE

---

### Freelance Motion Designer

[www.gabriellastefanelli.com](http://www.gabriellastefanelli.com)

Alongside her full-time career, Gabriella has built and maintained a successful freelance business creating video advertisements. She has partnered with a diverse range of clients including Jest, Forgge Super Drink, Enjoy Hemp, Erie Golf Club, Palace Business Centres, Leaps & Rebounds, and Erie County Technical School.

**Greater Seattle Area - Remote**

*July 2013 - Present*

### Senior 2D/3D Designer

**AppLovin Corporation**

Gabriella's main role was to create video advertisements 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 and improve campaign results.

**Palo Alto, CA - Remote**

*September 2021 - January 2025*

### Manager of Advertising Content & Game Day Operations

**Lincoln Stars Hockey Team**

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.

**Lincoln, NE**

*August 2018 - March 2020*

### Media Support

**Norland International, ABE Equipment & Norland Pure**

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

**Lincoln, NE**

*December 2017 - August 2018*

### Media Production Specialist II

**Erie Insurance Group**

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.

**Erie, PA**

*July 2014 - July 2017*

### Production Coordinator

**Sandpiper Animation**

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

**Edinboro, PA**

*Jan 2013 - July 2013*

## EDUCATION

---

### 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

---

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.