

# Gabriella Stefanelli

---

www.gabriellastefanelli.com • (814) 440-2177 • contactme@gabriellastefanelli.com

---

Motion graphic designer with 10+ years of experience creating marketing advertisements for sports, tech, beer manufacturing, and insurance industries. Gabriella is known for her highly adaptive style and stays up-to-date with visual trends to ensure every project remains fresh and engaging. Her work blends creative storytelling with technical precision to deliver compelling content that resonates with diverse audiences.

## EXPERIENCE

---

### Freelance Motion Designer

www.gabriellastefanelli.com

**Remote**

*July 2017 - Present*

Gabriella has done contract-based work for a variety of clients, including Palace Business Centres, Muchachos, Erie County Technical School, PostGame, Music For Veterans Non-Profit, Erie Insurance, Fallen Soldiers Picnic, Erie Dance Consortium, and Hot Sauce Guide.

### Senior 2D/3D Designer

AppLovin Corporation

**Palo Alto, CA - Remote**

*September 2021 - January 2025*

Gabriella animated, edited, and produced mobile game advertisements in the Sparklabs department. There, she created interactive playables, connected TV commercials, and animated video ads for various mobile game companies.

### Manager of Advertising Content & Game Day Operations

Lincoln Stars Hockey Team

**Lincoln, NE**

*August 2018 - March 2020*

Gabriella created all marketing content, such as animations, videos, and graphic designs for the Lincoln Stars hockey team. All of this content was used for advertising on their social media platforms, sponsorship commitments, and fan engagement on the video board during games. Then, once the puck was dropped, she wrote, managed, and directed the 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 wide variety of departments to create animations for informational videos, webcasting, and historical documentation.

## EDUCATION

---

### Animation Mentor

Completed 5 Classes in their 3D Character Animation Program

**Remote**

### PennWest University

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

**Edinboro, PA**

## SOFTWARE

---

Adobe After Effects, Media Encoder, Premiere, Photoshop, Illustrator, InDesign, Lightroom, Autodesk Maya, Blender, Unreal Engine, and multiple AI programs.