

STEPHANIE ZELLHOEFER

Operations Specialist, Project Management, Experience Design, Change Management
Proficient leader with 24 years cross-functional experience in producing and managing large-scale projects, designing workplace environments and driving team-based initiatives.



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A Few Favorite Experience Projects

2026, SoFi World Cup for Frito Lay/Doritos, Project Director
2023-2026, ABInBev Cruise Ship Training Program, Experience Designer & Executive Director
2023-2026 GoodRX Lead Events Producer, Logistics and Warehouse Management
2023-24, Red Bull at Formula One Miami + Austin, Track Side Hospitality Director
July 2022, Minnesota Timberwolves Brand Relaunch, Las Vegas, Executive Director, P & O
June 2022, Red Bull National Sales Summer Kick Off, Santa Monica, Executive Director, P & O
April 2022, adidas at Coachella, Guest Experience and Transportation Management
2021-2024 - Adidas Basketball LA, Workplace Environments and Team Building, Project Producer
2020 – “Scoops of Inclusion”, a short film by Infinite Flow, Senior Producer, Creative Director
January 2018 - Bang & Olufsen David Lynch Special Event, Hollywood, Project Coordination
November 2017 - Red Bull Hack the Hits, San Francisco, Senior Project Manager
August 2017 - Red Bull Amaphiko, Baltimore, Project Supervisor
March 2017 - La Liga, NY, Senior Operations Manager
June 2016 - E3 Doritos #MixArcade, New Creatures, Los Angeles, Front of House Manager
December 2015 - New York Red Bulls, Team Building Experience, Montauk, NY, Executive Director
September 2015 - Microsoft, Surface Pro 3 Fan Celebration, Project Manager
August 2015 - Nike SB, Fall Product Launch, Creative Director/Executive Director
April 2015 - YouTube/Google, DudePerfect, Creative Director/Executive Director
March 2015 - Microsoft, Surface Pro 3 Launch, Project Manager
2013-2016 - Go Skate Day, Nike SB, Creative Director/Executive Director
2013 - Sundance Film Festival, L'Oréal, Project Manager
2013 - Most Interesting Man in the World Party, Dos Equis, Lighting Designer/Stage Manager
2012 - World's Largest Paper Airplane, Pima Space & Air Museum, Arizona, Project Supervisor
2012 - The Chosen Tour, Nike, Project Supervisor
2011 - US Open of Surfing, Nike, Project Manager
2010 - Olympics Activation, Nike, Vancouver CA, Creative Director/Executive Director
2009 - Dew Tour Interactive Experience, Nike, National Tour, Creative Director/Executive Director
2008 - Winter X-Games, Toyota, Aspen, CO, Project Manager
2008 - Red Bull Air Races, San Francisco, Ca, Project Team
2007 - Microsoft Live at the BBQ Series (National), Operations Manager
2007 - Red Bull Energy Station (National Tour), Project Manager
2005 - Heisman Trophy Tour (National Tour), Project Manager
2005 - Red Bull Double Decker Bus (National Tour), Project Manager/Driver