

# STEPHANIE ZELLHOEFER

Operations Specialist, Project Management, Experience Design, Change Management  
Proficient leader with 22 years cross-functional experience in producing and managing large-scale projects, designing workplace environments and driving team-based initiatives.



Email: [szellhoefer@gmail.com](mailto:szellhoefer@gmail.com)



Telephone: 714.299.7088

## Experience Projects (2015-2023)

- May 2023, ABinBev Training Program, Cozumel, Experience Design & Executive Director
  - May 2023, Red Bull at Formula One, Miami, Transportation Management
    - April 2023, TRANSFIX, Las Vegas, Hospitality Director
    - March 2023, CENTR Brand Launch, Expo West, CA, Operations Director
  - October 2022, Red Bull at Formula One, Austin, Hospitality Director, Track Side
- October 2022, 1792 Launch for Sazerac, NYC, Executive Director, Production and Operations
  - September 2022, Contraluz Launch for Casa Lumbre, NYC, Executive Director, P & O
- 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
- February-March 2022, T Mobile, Experiential Design, Conceptual, Fleet Deployment and Development
  - January – April 2022, BackMarket US Launch, NYC, Executive Director, Production and Operations
- September – November 2021, TD Bank Launch NYC, Executive Director, Production and Operations
  - June 2021-Present - Mikuna Protein Powder, US, Senior Project Developer, Concept to Completion
  - 2021-Present - Adidas Basketball LA, Workplace Environments and Team Building, Project Producer
  - January 2021 – “The Present”, Maggie Barry Fashions for Royal Caribbean Cruises, Project Producer
- Sept-Oct 2020 – “Scoops of Inclusion”, a short film by Infinite Flow, Senior Producer, Creative Director
  - April-June 2018 - “THE HIGHER LINE”, New York, Senior Program Analyst
- April 2018 – MedMen Press Event, 5th Ave, NYC, Software Development & Project Coordinator
  - March 2018 – World’s Fair Nano, San Francisco, CA, Volunteer Management
  - January 2018 – Infinite Flow, Business Consultant; Strategy and Resourcing
- January 2018 - Bang & Olufsen David Lynch Special Event, Hollywood, Project Coordination
  - June 2018 - MedMen, Project Consultant, Developer and Execution, NYC
- November 2017 - Red Bull Hack the Hits, San Francisco, Senior Project Manager
  - November 2017 - Summit LA, Senior Office Manager
- October 2017 - Bang & Olufsen David Lynch Special Event, Hollywood, Senior Project Manager
  - September 2017 - Oslo Freedom Forum, Lincoln Center, NY, Senior Operations Manager

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## Other Favorite Projects (pre-2017)

- August 2017 - Red Bull Amaphiko, Baltimore, Project Supervisor
- July 2017 - Bang & Olufsen at Agenda Trade Show, Long Beach, CA, Creative Director
  - March 2017 - La Liga, NY, Senior Operations Manager
- October 2016 - Habitat for Humanity Annual Fundraising Gala, NYC, Event Consultant/Executive Producer
- July 2016 - Habitat for Humanity NYC ReStore, New York, Event Consultant/Conceptual Development
  - June 2016 - E3 Doritos #MixArcade, New Creatures, Los Angeles, Front of House Manager
- May 2016 - Present -Oslo Freedom Forum, Human Rights Foundation; Oslo, Norway; Operations Manager
  - January-April 2016 - House Restoration, Personal Project, Long Beach, CA
- 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
  - July 2015 - Microsoft, Taylor Made and Microsoft Partnership, Project Manager
  - June 2015 - Nike SB, Go Skate Day @ 50 Kent; Creative Director/Executive Director
- April 2015 - YouTube/Google, Revitalization of Tompkins Square Park, Creative Director/Executive Director
  - March 2015 - Microsoft, Surface Pro 3 Launch, Project Manager
- 2015 - G-Form Trade Show booth @ NSCAA, Philadelphia, PA, Creative Director/Executive Director
  - 2015 - Nike SB, De La Soul Shoe Launch @ Blades, Creative Director/Executive Director
  - 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
- 2010-12 - Omni-Heat National Tour, Columbia Sportswear, Creative Director/Executive Director
- 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
  - 2011 - World's Largest Shower, BBDO, Washington, Project Manager
- 2010 - Olympics Activation, Nike, Vancouver CA, Creative Director/Executive Director
- 2009 - Motel No Tell @ US Open of Surfing, Nike, Huntington Beach, Ca, Project Manager
- 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
- 2008 - Dermalogica Mobile Tour (West Coast), Creative Director/Executive Director
  - 2007 - Microsoft Live at the BBQ Series (National), Operations Manager
  - 2007 - Red Bull Energy Station (National Tour), Project Manager
  - 2005 - Kellogg's Tiger Power Tour (National Tour), Project Manager
  - 2005 - Heisman Trophy Tour (National Tour), Project Manager
- 2005 - Red Bull Double Decker Bus (National Tour), Project Manager/Driver
  - 2004 - The Core Tour, CA/NYC, Panasonic

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## Hobbies & Other Skills

### EMERGING TECHNOLOGIES

- BMS and IOT Connectivity: Efficiencies and Securities
  - Data Collection and Customer Experience
- Customer Experience: Communication and Connection
- Social Movement: Creating cohesive way finding for efficiency in travel and commerce
  - Virtual Solutions: Conferencing and Connections
  - Gaming Development

### EMPOWERMENT & EDUCATION

- Diversity & Inclusion: Leverage the Strength in Our Differences
  - Understanding Work Life Balance
- Preparation for the Future: Understanding the Basics of Real Life (High School Age)
  - Pursuing your Passion (Elementary//Middle School//High School Age)

### PERFORMANCE

- Script Writing and Execution
- Song Writer, Lead Singer, Performance Group
  - Acting, Singing, Dancing {On Stage}
- Sound Engineering and Light Board Operation