

83-09 Talbot Street, 4O
Queens, NY 11415
718.309.8810
elizkaplan@gmail.com

Elizabeth Stebner

Overview

Elizabeth Stebner is a senior integrated producer with 10 years+ experience in advertising. She has a rich background in client services, marketing, and design.

Experience

DDB NEW YORK, New York, NY
Senior Producer, Dec 2020–present
Integrated Producer, Aug 2016–2020

Leads production on integrated campaigns for consumer brands.
Video/content/digital production with elements of project management.

- Produce TVCs/OLVs/social content; digital: web/apps, display/banners
- Liaison between internal creative/UX/account/strategy and outside creative partners, media companies & developers
- Engage directors, illustrators, music & edit houses during bidding process
- Advise on vendor selection for live action and/or animated video work
- Supervise during post-production process (edit/record/mix/color grade)
- Build all timelines/budgets. Manage bidding process with production companies and cost consultants
- Manage budgets up to \$2M; manage SAG talent contracts/music licensing
- Perform digital asset management and manage handoff processes
- Perform QA and testing, change order tracking
- Manage and maintain licensed assets and expirations
- Clients include(d): Kroger, Neutrogena, Lufthansa, Allergan, Unilever, Merck, Cotton
- AICP Post judge Spring 2023 for Docu-Style

PLENTY, New York, NY
Digital Producer/Project Manager, Sep 2014–Aug 2016

Managed mainly fashion clients at a boutique digital design & development studio. Responsible for all client-side communication and coordination with internal design and development teams.

- Digital production: responsive builds/microsites, social/video. Created wireframes, FRS documentation and trained clients on back end functionality.

Key projects: launched the mobile-first Magento e-commerce site for footwear brand Marc Fisher; maintained various WordPress content management databases and trained clients on usage
Clients: Rachel Roy, Marc Fisher, Brian Atwood, Deloitte Digital, CUNY

THE PAR GROUP, New York & L.I., NY
Marketing Associate, Feb 2013–Sep 2014

Managed 360 marketing for renowned service company; digital and print. Handled updates to custom CMS, performed Google Adwords maintenance, managed lead generation tools, print advertisements. Carried out face-to-face client visits to ensure customer satisfaction, CRM

NOTE-WORTHY PREVIOUS ROLES:

AVON PRODUCTS, New York, NY: *Freelance Designer/Retoucher, 2012*

CANON U.S.A., Lake Success, NY: *Graphic Design Intern, 2009*

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Education

SCHOOL OF VISUAL ARTS, New York, NY
Continuing Education in Graphic Design, 2010

STONY BROOK UNIVERSITY, Stony Brook, NY
BA, Studio Arts; minor Digital Arts, 2009

Software & Apps

Project Management: Basecamp, Teams, Smartsheet

Finance: Microsoft AX (estimates, purchase orders)

Misc: Adobe CC, WordPress, Invision, Axure, Sketch/Figma basics