

83-09 Talbot Street, 40
Queens, NY 11415
718.309.8810
elizkaplan@gmail.com

Elizabeth Stebner

Overview

Elizabeth Stebner is a senior integrated producer with 15 years experience in advertising, 11 as an agency producer. She has a rich background in client services, marketing & design.

Experience

OMNICOM PRODUCTION, New York, NY
Senior Producer, adam&eveDDB, Dec 2020–present
Integrated Producer, DDB, Aug 2016–2020

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

- Produce broadcast/online/social content; digital: web/apps, display
- Liaison between internal creative/account/strategy, external production companies, media agencies & devs
- Engage production companies, post & audio houses to bid
- Advise on vendor selection for live action and/or animated video work
- Supervise during pre, production, post-production and final finishing
- Build all OOP timelines/budgets and advise on fee/scope
- Manage budgets up to \$2M
- Manage SAG talent contracts/music licensing as well as non-union talent
- Perform asset management and manage handoff processes
- Perform QA and testing, change order tracking
- Manage and maintain licensed assets and expirations
- Past & present clients include: Volkswagen, Kroger, Neutrogena, Lufthansa, Allergan, Unilever, Merck, Cotton, The Aspen Group, Smithfield Foods
- 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

NOTEWORTHY 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

AI: ChatGPT and OmniAI

Project Management: Basecamp, Teams, Smartsheet, Workfront

Finance: Microsoft AX (estimates, purchase orders)

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