

Stefani Zellmer

Creative Director / Senior Brand Writer

Expert brand strategist with a sharp focus on creating internal and external processes that enhance communications. Adept at implementing digital solutions that capture the brand's distinctively unique value proposition. Top performing copywriter on numerous brands at award-winning agencies. Talent for creating the strategic direction for the messaging pillars, content and insight required to communicate persuasively and effectively. Expert presenter, negotiator, and businessperson; able to forge solid relationships with partners and build consensus across multiple organizational levels. Known for strong leadership and motivational skills that consistently produce positive change.

Editorial Experience

- Three-year veteran of esteemed fiction workshop, totaling 195 editorial critiques
- Blog Editor: 3% Conference
- Editorial Director: *Victim Magazine*

Notable Expertise

- Visual Storyteller
- Conceptual Thinker
- Award-winning Copywriter
- Start-up Seasoned
- Team Leader

Education

The University of Texas

Bachelor of Science in Advertising
Texas Creative Program

Fiction Writer's Workshop

MFA-type program for writers of short stories and novels-in-progress

September 2016 - June 2019

Professional Experience

Stef, Inc.

Creative Strategist

2018 - Present

Design and develop creative campaigns that drive business results.

Establish trusting relationships with clients and craft content to support sales, product marketing and client success. Build campaign solutions including overall branding and creative, ensuring campaign execution meets client expectation.

Clients include:

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|---|---------------------|
| • HomeAway Software | • HYFN : Local |
| • Central Texas Regional Mobility Authority | • The Texas Tribune |
| • Austin Animal Center | • HID Digital |
| | • City of Austin |

Zellmer McConnell

Creative Partner

2013-2018

Led creative strategy and content development initiatives for a full-service advertising and design firm.

Championed and directed marketing strategies and creative development for numerous high-profile accounts. Spearheaded a marketing team of research consultants, media planners, digital strategists, web developers, designers and writers, as well as video and post production companies.

- Provided leadership and active participation to the team in creating a campaign that won Best Integrated Marketing Campaign from the Web Marketers Association.
- Increased brand awareness through creative messaging that received up to 8x the click-through rates of industry averages.



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The Swizzle Collective

Co-Founder / Creative Partner

2009-2013

Co-founded and developed an advertising and marketing support firm focusing on video and film creation, manifestos, content strategy, campaign development, digital services and branding.

Transformed client briefs to high-quality and creative digital content. Produced innovative ideas for company branding, promotional campaigns and marketing communications. Created multi-channel marketing plans for start-ups and small businesses. Directed brainstorming meetings and creative sessions to deliver on a creative vision that fit the needs of the business.

- Provided hands-on direction of the design and development of the agency's brand identity, which one two Austin Addy Awards.
- Recognized by Ballet Austin's Artistic Director as the only writer who had ever truly captured his voice.

GSD&M

Associate Creative Director / Writer

2005-2008

Developed and executed all creative aspects for a group of accounts including Southwest Airlines, Walmart, World Market and Norwegian Cruise Line.

Developed consistent end-to-end brand experiences across multiple touch points. Strategized with all departments across every agency discipline including account management, production, new business development and media planning, to achieve high-level outcomes with lower costs.

- Championed and fostered innovation by introducing new ideas and inspiration to numerous accounts.
- Supervised creative development and film production of video content from script to screen.

Additional Experience

VP, Creative Supervisor

Mullen/Lowe, NYC

Senior Writer

Ogilvy, NYC

Copywriter

Crispin, Porter & Bogusky, Miami

Copywriter

BBDO / West, Los Angeles

Published Writing

Victim Magazine

Poetry and Essays

The Statesman

Essays and Editorial

The Monarch Review

Short Fiction

Hunger Mountain

Narrative Essay

The Rumpus

Creative Nonfiction

