

ESTEFANIA DEBBANE

Los Angeles, CA • (949) 636-8653 • estefydebbane@gmail.com • estefydesign.com

MISSION STATEMENT

Spark moments of joy, optimism and wonder by crafting inspiring visuals and content that bring ideas, stories, and dreams to life. I'm doing this as a creative and strategic thinker, designer, illustrator, content creator, and versatile marketing professional developing and executing global marketing campaigns and creative assets that empower and inspire audiences.

EXPERIENCE

Creative Services at *Estefy Design* • 2018 - Present

- Provide strategy, creative direction, art direction, graphic design, and illustration solutions to clients in the areas of entertainment, marketing and advertising, and consumer packaged goods.
- Concept and design logos, websites, social media campaigns, packaging, online ads and banners, print materials, product and presentations to support client objectives.

Manager, Marketing Partnerships & Creative at *The Walt Disney Studios* • 2020 - 2023

- Responsible for the management, strategic alignment and creative development of global promotions for the largest theatrical and streaming (Disney+ and Hulu) films and series from Walt Disney Animation Studios, Pixar, Disney Live Action, Lucasfilm, 20th Century Studios, and Marvel Studios.
- Bring multi-million dollar marketing campaigns with high-touch partners such as Louis Vuitton, Tom Davies, MAC Cosmetics, etc. to life by providing creative direction in the development and execution of creative assets including TV and Digital Spots, Video Content, Digital Campaign Assets, Print, Packaging, OOH and POS materials, Stunt experiences, Event collateral, etc.
- Develop campaign and activation ideas to secure new partners and to advance current partner creative executions to deliver brand messaging to consumers and successfully integrate Disney IP.
- Generate and produce creative content and assets using graphic design, illustration, and video editing skills.
- Manage and collaborate with vendors.
- Be a cross-functional leader, collaborating directly with top-tier brands, agencies and senior creative executives.

Business Development Designer at *Brandable* • 2018 - 2019

- Created original layouts and artwork to be used in brand and product development, and packaging for brands such as **Jiffpom, Veggiecraft Farms, and Ready to Thrive.**
- Managed the art and file construction of the vector and render files for production and for use in sales materials, ensuring proper file and color formats, and choosing pantone colors when appropriate.
- Created eye-catching designs for trade show graphics, presentations, and other marketing materials.
- Put together brand guidelines for brands in development, and was responsible for the pitch deck creation that landed new product lines in stores of retailing partners such as Walmart, Target, CVS, etc.

Creative Project Manager/ Producer at *Tongal, Inc.* • 2015 - 2017

- Creative lead on **Chameleon Cold-Brew** Account. Responsible for the development and execution of all digital creative content for paid media.
- In partnership with the **CW Network** and **Wattpad**, led the development for Cupid's Match trailers.
- Developed and produced digital, broadcast, and commercial content along with other marketing and digital assets for clients such as **GE, Nickelodeon, Hasbro, Gerber, Mondelez, PepsiCo**, etc.
- Generated branding and visual guidelines and managed executions across content.
- Designed project banners, banner ads, digital posters, pitch presentations, sales materials, and other internal assets.
- Provided art direction for photo and video shoots for various clients.

ADDITIONAL EXPERIENCE ON SECOND PAGE

EDUCATION

Art Center College of Art and Design • Pasadena, CA

Chapman University • Orange, CA

B.S. Business Administration with Marketing Emphasis and Advertising Minor

Additional courses in Graphic Design

SKILLS

- Able to manage multiple project and prioritize while delivering according to deadlines and ability to adapt and execute to numerous design directions and per feedback.
- Strong knowledge of the entertainment business and licensing models within.
- Solution focused, collaborative, and continuously curious.

LANGUAGES

- English - Fluent
- Spanish - Fluent
- French - Intermediate
- Italian - Basic

SOFTWARE

- **Adobe:** Photoshop, Illustrator, InDesign, Premiere, Acrobat Pro.
- Keynote & PowerPoint
- MS Excel, MS Word, Google Docs

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EXPERIENCE

Marketing Coordinator at *The Walt Disney Company* • 2012 - 2015

- Provided support for **Walt Disney Animation** and **Disneytoon Studios** Marketing, Publicity and Creative Services in the development and execution of marketing strategies and creative assets for **Wreck-It Ralph**, **Disney Fairies**, and **Disney Planes**.
- Created and designed pitch, press, trade events, and corporate materials while collaborating with stakeholders to ensure maximum engagement from audiences and partner activation.
- Collaborated with creative teams in the execution and final delivery of marketing assets including toolkits, print, digital, etc. ensuring quality control of final artwork and appropriate file format delivery.
- Selected film still frames and created exclusives catalog for publicity usage.
- Provided creative direction for **Tinker Bell and the Legend of the Neverbeast** social media content achieving 3X more engagement than previous campaigns.

INTL. Consumer Products Coordinator at *Dreamworks Animation SKG* • 2011 - 2012

- Assisted the brand management and licensee creative development of **Shrek Evergreen**, **Kung Fu Panda 2**, **Puss in Boots**, **Madagascar 3**, **Penguins of Madagascar**, and **Guardians** through licensee product development reviews.

Marketing Intern at *Dreamworks Animation SKG* • 2011

- Supported Brand Marketing department in planning global marketing strategies for **Kung Fu Panda 2**, **Puss in Boots**, **Madagascar 3**, **Guardians**, and **Croods** by creating and designing competitive decks and pitch materials.