

STEFANIE RUBENFIELD

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EDUCATION

University of Texas (Creative Texas), Austin, TX

Master of Arts, May 2008

Concentration in Art Direction

Goizueta Business School, Emory University, Atlanta, GA

Bachelor of Business Administration, December 2003

Concentration in Marketing and Management

WORK EXPERIENCE

Publicis Mid America - Dallas, TX

Account Executive - Cervarix (GlaxoSmithKlien) August 2005 – August 2006

- Monitored competitor pre-launch activity and compiled weekly report for senior management
- Researched consumer views on cervical cancer
- Managed new client setup and coordinated internal billing, production and maintenance processes

Account Executive - Owens Country Sausage - June 2005 – April 2006

- Coordinated communications between the client and internal agency departments to ensure that all client needs and expectations were met
- Developed creative briefs for new work
- Created quarterly trend reports that were shared with both the client and the agency

Assistant Account Executive – Principal Financial Group - April 2005 – September 2005

- Generated and maintained multiple creative rotations for the various segments of the client
- Monitored creative due dates and obtained extensions when necessary
- Managed the smooth transition of the client to their new agency

Assistant Account Executive - Sara Lee Bakery Group - June 2004 – September 2005

- Served as an expert on the bakery category by monitoring trends and news, and analyzing sales and competitive creative executions
- Assisted in strategy and production of all advertising for the launch of Sara Lee Whole Grain White Bread
- Handled all production billing for Sara Lee Bakery Group
- Trafficked all broadcast instructions and insertion orders for Sara Lee Bakery Group

BBDO Atlanta - Atlanta, GA

Intern - January 2004 – April 2004

- Researched ideas of interest to clients and directed them how to proceed
- Contacted publications to discuss sponsorship opportunities available to our clients
- Prepared weekly briefs with relevant news for various clients to keep them updated on all industry news

Blue Maze Entertainment - Atlanta, GA

Retail, Promotions, and Publicity Assistant - May 2002-October 2003

- Researched retail distribution channels in order to aid the company identify future sales outlets
- Assisted in compilation and organization of press kits used to established relationships with radio stations and various licensing agencies
- Created a database of publicity opportunities

Adopted Bastard Productions - Atlanta, GA

Production Manager- June 2003-September 2003

- Managed actors and Production Assistants which allowed Executive Producer to concentrate efforts on completing film production
- Tracked all financial activity through budgeting and inventory management
- Resolved disputes between employees creating a more relaxed working environment

COMPUTER SKILLS

Adobe InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver

Microsoft Word, Excel, PowerPoint