

Zoë Di Stefano

Los Angeles, CA | 310.279.7741 | zoe.distefano@gmail.com | www.zoedistefano.com

EXPERIENCE

YouTube, Playa Vista, CA - Creative Lead, Kids & Family Content, YouTube Originals, 2021-2023

- Served as creative executive for Kids & Family vertical of YouTube Originals, tasked with finding, developing and overseeing premium children's programming as part of three-year, \$100 million content fund
- Oversaw creative development and production for a diverse slate of animation, live-action and mixed-media projects; both scripted and unscripted, targeted at preschool, bridge, school-age and tween family audiences
- Served as creative lead for projects including, "Jam Van", "Behind The Beats", "Buster's BIG Halloween", "The EggVenturers", "The Mindful Adventures of Unicorn Island," and "Professor Eggtop's Extraordinary Experiments"
- Managed all creative aspects of development, casting, production, post-production, and marketing
- Oversaw development of project learning frameworks and rollout of additional language sets across multiple shows
- Collaborated with YouTube Kids app team to develop effective strategies for series promotion and launch cadence
- Managed Creative Coordinator; staffed by MTP, Inc., at Google

YouTube, Playa Vista, CA - Creative Executive, Scripted & Unscripted Content, YouTube Originals, 2018 - 2021

- Award winning executive responsible for overseeing creative development and production across a robust slate of scripted & unscripted programming for YouTube Originals garnering over 600M views
- Developed impactful and elevated content through the lens of YouTube's brand values, key demos, top trends, YouTube creators and high-level marketing and brand objectives
- Managed all creative aspects of development, casting, production, post-production, and marketing
- Evaluated incoming projects with production partners & physical production to create ideal production strategies that facilitated creative excellence while maintaining fiscal responsibility
- Acted as liaison between all cross functional teams including: marketing, social, operations, physical production, post production and business affair
- Managed relationships with talent and key partners
- Stayed on top of current trends, creators, talent, organizations and non-fiction stories to inform content ideas and collaborations
- Managed Creative Coordinator; staffed by MTP, Inc., at Google

YouTube, Playa Vista, CA - Administrative Business Partner to Chief Business Officer, 2016-2018

- Organized and coordinated logistics for executive meetings and various events, including offsites, holiday parties, etc.
- Assisted with strategy and space planning logistics for company and team office relocations
- Managed schedules, expenses, travel and contacts
- Regularly coordinated and liaised with office of the CEO, Global YouTube Business Leads, and external, high profile stakeholders in the tech and entertainment industries

Warner Bros. Pictures, Burbank, CA - Executive Assistant to EVP, Film Production, 2013-2016

- Managed high volume desk administrative duties for EVP
- Fielded project submissions and provided recommendations and synopses
- Assisted with creative notes, compiling writer and director lists for open project assignments, monthly creative pitch and current project meetings, etc.
- Provided development support on projects including "Magic Mike XXL," "King Arthur: Legend of the Sword" and Stephen King's "It"
- Liaised between external producers, production companies and major agencies

Management 360, Beverly Hills, CA - Executive Assistant to Talent Partner, 2012-2013

- Managed the day-to-day of partner and high-profile clients
- Liaised with top talent agencies, law firms, PR firms, studios and production companies
- Managed fast-paced, high volume desk and all administrative duties
- Evaluated film, television, and licensing offers submitted for clients
- Compiled script coverage for talent partner and high-profile talent

EDUCATION

University of Southern California, Los Angeles, CA - Bachelor of Arts in Cinematic Arts - Critical Studies

SKILLS

Proficient in both Apple and PC platforms, Microsoft Office, Microsoft Excel, Google Suite (GMail, Slides, Meet, Calendar, Drive, Maps, Docs, Sheets), InEntertainment, Studio System, IMDB Pro and File Maker Pro