

Stefany Solorzano

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Education

Bachelor of Science – Telecommunications Media & Society

Gainesville, FL

University of Florida 📄

Professional Experience

Senior Account Executive

Feb 2024 – present | Chicago, IL

TMS 📄

- Lead the day-to-day contact with clients contacts on McDonald's, CosMc's, and Coca-Cola line of businesses to cultivate trust and ensure alignment on business goals.
- Develop and executed A/B tests to evaluate the effectiveness of creative assets, optimizing campaign performance and increasing restaurant check sales in the morning by 15%.
- Collaborate with a variety of internal teams (Strategy, Analytics, Decision Science) to analyze key performance metrics (conversion, engagement, performance) and presented creative solutions to clients on how to improve future campaign strategies.
- Present in-depth competitor analysis and generated reports each quarter, identifying industry trends and benchmark client performance for business growth.
- Manage the production process for campaigns across social media, OOH, and other media channels that drive product and brand growth.

Account Executive - Disney Vacation Club

Oct 2021 – Feb 2024 | Chicago, IL

Denstu 📄

- Spearheaded the \$1.7M creative production for Disney Vacation Club's newest timeshare resort, contributing to the highest sales day ever for a resort opening by 40%.
- Directed internal teams on the development of 30+ media channel projects by providing actionable briefs and strategic direction to build excitement and awareness of Disney's timeshare business.
- Partnered with Strategy and Analytics teams to produce data-driven creative assets, contributing to a 10% improvement in consumer conversion rates.
- Managed communications by being the day-to-day resource on projects for all inquiries and consulted with clients on strategic and creative pivots to troubleshoot problems quickly.
- Built and implemented project schedules to ensure that projects are working towards deliverable dates.

Account Manager - McDonald's Happy Meal

Sep 2020 – Oct 2021 | Chicago, IL

DDB 📄

- Managed client relationships daily to ensure projects are in line with marketing strategy and on schedule of proposed asset delivery date.
- Built 15+ insightful creative briefs and provided direction to creative/production teams for global/national TV broadcast and Times Square OOH programs.
- Ensured client feedback and expectations were effectively communicated across internal key players and integrated agency partners such as the Walt Disney Company, Universal Studios, and Warner Bros. Entertainment.
- Advised outer market partners on adapting U.S. market spots to Puerto Rico, Aruba and LATAM markets.
- Analyzed consumer insights on completed programs and determined solutions for upcoming TVC programs.

Account Manager - Disney's Yellow Shoes

Jun 2019 – Apr 2020 | Orlando, FL

The Walt Disney Company 📄

- Developed and presented strategic project briefs for a variety of communication mediums including video, print, digital, paid social, email, marketing collateral and OOH to reach and influence target audiences.
- Fostered relationships with clients and internal creative teams to understand business needs, and provide effective solutions for the Central FL Tourist, FL Resident and Annual Passholder audiences.
- Managed at least 10 creative projects at a time from inception to file delivery and collaborated with Traffic/Project Managers to build project timelines and deliver assets.

Skills

- Client Management
- Project Management
- Data Analysis
- MS Office Suite
- Smartsheet
- Netsuite
- Workfront
- Ad Reporting

Languages

- English (Native/Bilingual)
- Spanish (Native/Bilingual)