STELLA BRAUNE

ART DIRECTOR | CREATIVE STRATEGIST

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EXPERIENCE

SHE IS THE MUSIC | COLLEGE AMBASSADOR

08.24- PRESENT

- Scaled a student-led chapter of a global nonprofit by tailoring content strategies to empower women and diverse demographics within the music industry.
- Organized and executed a mix of virtual and in-person events, managing all phases from initial concept and guest speaker booking to on-site community engagement.
- Utilized social listening and music landscape research to identify cultural moments, generating significant digital reach and brand awareness, generating over 16.6K views.

MSCHF X SCADPRO | STRATEGIST, AD

09.25 - 11.25

- Led end-to-end contextual strategy for the Barnaby Bright persona by architecting a subversive narrative framework designed to diffuse through niche digital subcultures and drive organic conversation.
- Developed succinct messaging strategies, scripts, and a distinct tone of voice for the Barnaby Bright persona to drive high-impact engagement and brand consistency.
- Co-creative directed the production of all promotional assets and digital platforms, resulting in a launch that successfully generated over 16.8K views.

TV PILOT X SCADPRO | STORY PRODUCER

01.26 - 3.26

- Served as the brand team's lead story producer and research strategist in a high-stakes production collaboration between SCAD and Grammy Award-winning producer.
- Performed deep audience behavior mapping and trend analysis to determine strategic positioning, demonstrating a self-starter mentality in identifying market opportunities.
- Extracted actionable insights to align production workflows with broader entertainment and music industry goals.

RIVAL ENTERTAINMENT | INTERN

01.25- 05.25

- Supported end-to-end experiential logistics and on-site hospitality for high-profile artists and VIPs, ensuring white glove service and brand consistency during high-pressure live productions.
- Collaborated with cross-functional teams to manage the operational setup for major corporate and community events, including Delta's Centennial Gala.
- Thrived in a fast-paced environment, supporting digital marketing and social campaigns for a premier production company with a reach of 25k+.

DELOITTE X SCADPRO | PRESENTATION LEAD

01.25- 03.25

- Acted as the operational lead for a major governmental project, managing complex communication frameworks and presentations to align stakeholders on critical response timelines.
- Maintained strict confidentiality while developing high-level crisis communication strategies to safeguard brand reputation and public trust.
- Blended diverse visual and professional languages to create a cohesive strategy designed to maximize engagement and clarity for executive audiences.

EDUCATION

SCAD

EXPECTED GRADUATION: MAY 2026

- BFA in Advertising and Branding
- Minor in Business Management/ Entrepreneurship

4.0 GPA- Dean's List

UAL

06.25 - 07.25

Completed a 3-week intensive in PR and advertising, creating campaign strategies and branded content while collaborating with an international cohort under industry mentorship.

SKILLS AND HONORS

DESIGN TOOLS

Microsoft Office (Word, Excel, PowerPoint) · Google Workspace · Meta Business Suite · Photoshop (Certified since 2023) · Illustrator · InDesign · Adobe XD · Lightroom · Figma · Canva · Video and Audio Editing (Final Cut Pro) · Generative AI (Midjourney, Krea) · TikTok Editing Tools (CapCut/In-App)

SKILLS

End-to-End Logistics & Operations · Stakeholder Alignment · Problem Resolution · High-Volume Multi-Tasking · Calendar Coordination · Professional Demeanor · Brand Standards · Quality Control · Social Listening · Event Setup/ Breakdown · Vendor Coordination · Artist Positioning · Maintaining Strict Confidentiality of Sensitive Records

HONORS

- Certificate of Special Congressional Recognition 2022
- Fulton County Leadership Award 2022
- SCADDY 2025 Gold Winner
- She Is U Ambassador Award 2025
- American Advertising Awards (AAF) | 4x Gold ADDY, 4x Silver ADDY
- SCAD Catalog Feature: Selected to represent the Advertising and Branding department in the university catalog 2026.

COMMUNITIES

- GRAMMY U Member
- The Backstage Pass Member