

Rebel Stoney - Creative Producer & Video Marketing Specialist

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Marketing and video professional specializing in creative storytelling and multimedia campaign development. Practiced in vendor management, contract negotiations, and remote leadership.

EXPERIENCE

Senior Video Producer - Wizards of the Coast - Jan 2019 to Feb 2023

- Created multiple successful video campaigns (e.g. "Building Worlds" and "The Boo-Verse") which received millions of views across multiple platforms, contributing to two of the best-selling products in MTG history.
- Ideated, led, and delivered multi-platform social media storytelling experiences for product launches, broadcasts, and events, producing 800% increased engagement YOY
- Coordinated cross-functional collaboration to ensure alignment on high-value content, facilitating communication with marketing stakeholders and corporate leadership
- Managed international vendor partnerships, leading contract negotiations and tracking deliverables to maintain a 100% on-time delivery rate for all projects.
- Collaborated with internal teams to implement inclusive content strategies

Digital Media Specialist - College of William And Mary - Jan 2017 to Jan 2019

- Collaborated with marketing leads to develop compelling visual narratives for fundraising initiatives, contributing to securing over \$1 billion in contributions
- Led the production of content pieces about higher education, collaborating with professors, vendors, alumni, and administration to ensure inclusivity and authenticity
- Acted as a one-woman production crew on complex jobs, from idea to delivery
- Collaborated with digital marketing teams to analyze data insights from archival footage based content, informing the development of new video formats that contributed to a 300% increase in engagement on social media platforms

Creative Director - Last Stock Legends, LLC - Jan 2015 to Jan 2019

- Produced the documentary series "Last Stock Legends" with Wynton "Prog" Smith, which received millions of views across 7 episodes and led to several pieces of branded content
- Managed and executed the complete production lifecycle for high-budget marketing content, resulting in the successful delivery of broadcast-ready materials to major entities such as Red Bull, Capcom, and ESPN.

Wine Distribution Sales Representative - 2009 to 2014

- Managed relationships with hundreds of retail and restaurant clients, generating over \$1 million dollars in annual revenue
- Organized educational events for clients, staff, and leadership
- Developed expert understanding of a complex portfolio of luxury products, including sourcing methods, production processes, and individual brand goals

EDUCATION - B.A. from The College of William and Mary in Williamsburg, VA

SKILLS

Creative: Idea Development, Storytelling, Storyboarding, Production, Brief Writing, Feedback

Strategic: Data Analysis, Trend Awareness, ROI Evaluation, Marketing, Timeline Generation

People: Hiring, Casting, Leadership, Project Management, Vendor Management, Budgeting

Technical: Graphic Design, Adobe Creative Suite, DaVinci Resolve, Pro Tools, Cubase, Motion Graphics, Animation, Sound Design, Video Editing, Color Grading, Audio Recording, Videography, Camera Operation (DSLR included), Live Broadcast, Quality Control