

Featured Alumna: Jordan STALLINGS, Class of 2008



Jordan STALLINGS '08 is Director of Creative Advertising at The Walt Disney Studios, working on movies from Disney and its subsidiary 20th Century Studios. Some of her projects include the films *Better Nate Than Ever*, *The Princess*, *Barbarian*, and *Amsterdam*. As Director of Creative Advertising, Jordan works on theatrical marketing campaigns, running the creative for print, trailers, and TV. Jordan attended Emerson College and graduated from Boston University where she majored in Film and Television, with a concentration in Women's Studies. She lives in Los Angeles and has worked in the

film industry since 2013. She has been working at Disney since 2021. Some of Jordan's most recent work includes trailers for [No One Will Save You](#), [A Haunting in Venice](#), [The Creator](#), and [The Bikeriders](#).

Where did your interest in film start, and what prompted you to pursue film as a career?

From an early age I had a passion for movies and TV. Beyond just watching them, I loved learning about how they were made. Junior year, my history teacher—Mr. Horne—showed us a movie called *The Best Years of Our Lives (1946)* during our WWII unit. It was such a good companion piece for learning about the hardships soldiers went through after coming home from war, and how it helped the audience understand the effects of PTSD. Few students, including myself, voiced that we wished we could have a movie for each unit and would like to learn more about film history. My senior year, Mr. Horne started a Film History class. For each class we watched a different film, and our homework was to review it. I had never taken my homework so seriously! It was through this class that I was introduced to each aspect of filmmaking including the marketing.

After graduating from Duchesne, I went to Emerson College in Boston, which has a great film program, but it's a very focused one so I transferred to Boston University's Film and TV program where I was able pursue a broad degree in Film & TV. I learned everything from

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editing, to how reality TV shows are produced, to marketing! This is where I started to see how creative the marketing for film and TV could be.

What were your next steps? How did you work your way up to your current role as Director of Creative Advertising at Disney?

When I first moved to Los Angeles, I interviewed at an entertainment specific temp agency. My first temp gig was as a receptionist for a theatrical marketing agency called Big Picture, where they produced movie trailers and tv campaigns. They needed a receptionist full-time and everyone there was so nice and talented and creative so I stayed. I worked my way up from Receptionist to Coordinator to Junior Producer, and finally just Producer. That was an eight-year journey. I learned how to write copy, help design graphic looks, and how to craft narratives by trying to find the most interesting parts of a movie that would make people want to go see it.

Disney: How hard was it to get in? Tell us about how you secured such a cool job with one of the biggest names in entertainment:

Now for the Disney part! Working on the agency side is fun, because you're working at a smaller company; it's casual, it's creative. However, you are beholden to your clients at the big studios—so you sometimes lose creative control, which I eventually wanted more of. I started asking my coworkers about any connections they had at bigger studios. Someone I knew had a contact at Disney (my dream studio!) who needed a director for their team. I was very lucky that the position fit my exact creative background, so I jumped at the opportunity.

In my experience Disney is about as hard to get into as any other major company: it is just about finding those connections and getting your hat in the ring. Qualified talent rises to the top. And from what I've learned from my coworkers here at Disney, you can do this at any level. We have a lot of great coordinators who came here right out of college or high school, and they found these jobs through networking, or were part of the [Disney internship program](#).

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What is your favorite Sacred Heart goal and why?

Goal III stays with me. Duchesne did such an incredible job of instilling the importance of social justice in us from an early age. And it's not about charity or obligation – it's about seeing how you can identify and help solve the issues in your community, and fight against injustice. We are stronger together! Some of my favorite Duchesne memories are the Community Service Wednesdays of junior and senior year (and not just because I loved the plaid pants). No matter how caught up I could get in high school life, on Wednesdays I could get out of my head and see the world was a lot bigger while serving my community. I still try to keep that perspective - Disney has a great VoluntEARS program (get it? Ears? 🐻) that serves many organizations like the LA Food Bank, and LGBTQ Youth Center, and will even match employee donations. I'm grateful Duchesne continues to teach Goal III to its students, so future generations will keep fighting the good fight.