



BIOGRAPHY



STEPHANIE GIBBONS

President, Creative, Strategy and Digital, Multi-Platform Marketing, FX

Stephanie Gibbons is president of Creative, Strategy and Digital, Multi-Platform Marketing for FX. She is responsible for the strategy, creative, media planning and implementation of all marketing, digital, advertising and on-air campaigns for the FX brand on Hulu, FX, FXX, FXM and FXNOW.

Gibbons is a true strategic and creative innovator. Her unique aesthetic has taken the marketing and promotion of the networks' acclaimed original series to new heights, helping FX receive a total of 637 Emmy® Awards nominations and 136 Emmys Awards, including an FX record 93 nominations in 2024 and 36 Emmy Award wins, the most of any brand or streamer that year.

Under her inspired direction, FX's marketing team has won 1,057 GEMA/PromaxBDA Awards and have been named the GEMA/PromaxBDA Marketing Team of the Year for an unprecedented 13 out of the last 14 years as well as Global Marketing Team of the Year in 2023 and 2025. The team has won 201 Clios in addition to the Clio Marketing Team of The Year five years in a row from 2015-2019.

Gibbons most recently oversaw the campaigns for "The Beauty" and "Love Story: John F. Kennedy & Carolyn Bessette," and the global event series "Alien: Earth" and "Shōgun," which won 18 Emmy Awards, including Best Drama Series. Gibbons also led the marketing for the new series "Dying for Sex," "Adults" and "The Lowdown."

Since joining FX in 2004, Gibbons has also led the marketing for the critically acclaimed limited series "American Horror Story," "American Horror Stories," "Mrs. America," "Devs," "A Teacher," "Black Narcissus," "The People v. O.J. Simpson: American Crime Story," "The Assassination of Gianni Versace: American Crime Story," "Impeachment: American Crime Story," "Fargo," "FEUD: Bette and Joan," "Pistol," "Under the Banner of Heaven," "Fleishman Is In Trouble" and "The Patient;" "A Murder at the End of the World," "FEUD: Capote Vs. The Swans," "The Veil," "Clipped," "American Sports Story: Aaron Hernandez" and "Say Nothing"; the drama series "Grotesquerie," "The Old Man," "Pose," "Mayans M.C.," "Snowfall," "Mr Inbetween," "Legion," "Taboo," "The Americans," "Sons of Anarchy," "Justified," "The Strain," "Tyrant," "The Shield," "Rescue Me" and "Nip/Tuck"; comedies "The Bear," "Reservation Dogs," "What We Do in the Shadows," "English Teacher," "DAVE," "Breeders," "Atlanta," "Better Things," "Baskets," "Archer," "It's Always Sunny in Philadelphia," "You're The Worst," "Man Seeking Woman," and "Sex&Drugs&Rock&Roll"; the anthology series "The Choe Show" and "The Premise," the short-form comedy showcase "Cake," and the docuseries and documentary features, including two-time Emmy Award winner "Welcome to

Wrexham," "Social Studies," "The New York Times Presents," "Hip Hop Uncovered," "The Most Dangerous Animal of All," "AKA Jane Roe," "A Wilderness of Error," "Hysterical" and "PRIDE."

Gibbons was responsible for the launch of FX's first-ever network branding campaign, "THERE IS NO BOX," in 2008 and FX Networks' current branding initiative, "FEARLESS." She oversaw the launch, creative strategy and design of the FX on Hulu streaming hub, the on-demand FXNOW platform, Simpsons World, and the relaunch of the network's website, FXnetworks.com, to include original content, interactive features and events.

Gibbons has also been honored by the LGBTQ+ community - named as one of Power Up's 10 Most Amazing Women in Showbiz, and received the Corporate Leader Award from New York's LGBT Center in 2008. She has overseen the marketing of programming that features lesbian, gay, bisexual and transgender characters, including "Pose" and "Nip/Tuck" - which led to the network's recognition by the Gay & Lesbian Alliance Against Defamation (GLAAD) as one of the most gay-friendly and responsible television networks.

Prior to joining FX, Gibbons was SVP of Advertising and Promotions at Showtime, where she was responsible for the development of the network's consumer, trade and promotional campaigns. Gibbons joined Showtime in August 1997 as a creative director. During her tenure at Showtime, she spearheaded many of the company's breakthrough advertising and marketing campaigns, including those for "Queer as Folk," "The L Word," and was a key member of the brain trust that created and launched the "No Limits" branding campaign.

Before her stint at Showtime, Gibbons was a creative director for Media General Broadcasting Inc., where she was responsible for all station creative, including image, news, major series, on-air, print and radio promotions for WFLA-TV (NBC) in Tampa. Gibbons has also been an independent producer, having written and produced commercials, marketing, sales and public relations campaigns for corporations, private businesses and nonprofit organizations. Gibbons began her career in 1983 as a promotions producer for WBBH-TV (NBC) in Fort Myers, Florida.

Gibbons holds a B.A. in English and a B.S. in mass communications from Miami University in Oxford, Ohio.