



ANNE BENTZEL

Creative Director

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PROFESSIONAL SUMMARY

Award-winning creative leader with extensive experience in content creation, team management and multimedia production. Adept at leading high-performing teams to produce impactful, innovative and engaging content across multiple platforms. Proven expertise in delivering results under tight deadlines and within budget constraints, while advancing organizational missions.

EMPLOYMENT HISTORY

CREATIVE BRANCH CHIEF

FEMA (Washington, DC)

Dec 2019 – Present

- Founded and built FEMA's first in-house creative team from the ground up, expanding it from a one-person operation to a 22-member team of multimedia designers, videographers and writers.
- Lead the team as Branch Chief and Creative Director, driving innovation and overseeing the production of high-impact creative products including graphics, animations, websites, presentations, videos and blogs.
- Provide creative direction for communication products from concept to final execution within deadlines and budget.
- Produce creative briefs, storyboards, layouts and other visualizations to illustrate creative visions and concepts. Present concepts and creative vision to stakeholders and senior leadership.
- Develop and lead branding initiatives creating a consistent look and feel for all communications. This includes developing graphic standards, branding guidance, resources and templates.
- Conceive and execute strategic content integrating strong writing, graphic design and audio-visual components, which meets exacting agency and customer standards, for use in publications, websites, social media and presentations.
- Supervise and establish written and editorial standards for communications products such as newsletters, blogs and social media content.
- Produce award-winning video production from concept to final execution. Conceptualize, write and direct scripts. Direct on-site video production and oversee editing and approval processes.
- Supervise talented team of writers, graphic designers and videographers including contractors.
- Develop and document short and long-range media production strategy and promotion for FEMA, including owning key performance indicators for growing, engaging and retaining an audience on YouTube and across FEMA's social media channels.

DIRECTOR OF CREATIVE SERVICES

AmeriCorps (Washington, DC)

Jul 2007 – Dec 2019

- Led a team of videographers, editors, graphic designers and social media professionals to produce visual, impactful stories for a multitude of digital platforms including social media, the web and broadcast television and radio.

- Directed video production and storytelling for the agency; served as the supervisory producer/writer, providing creative ideas, developing concepts, themes and scripts and directing the filming and editing of videos, including management of off-site projects.
- Supervised all the work of the agency's PR firm including contracting.
- Provided strategic direction for earned media outreach through radio media tours, audio news releases, pitching and digital campaigns.
- Developed and managed budget for all production needs, including video distribution, freelance hiring and equipment acquisition.
- Recommended long-term digital marketing and communication strategies for programs and initiatives.
- Defined methods to improve marketing strategies for the agency's services.

MARKETING MANAGER

American University (Washington, DC)

Jul 2003 – Jul 2007

- Oversaw the planning, editing, writing and distribution of all college communication materials including magazines, newsletters, websites, brochures, advertising and program guides.
- Acted as media and marketing manager for American University's Katzen Arts Center, pitching stories to the press, building corporate partnerships, planning advertising and media strategies, writing, editing and managing development of marketing materials and content for the Katzen website.

MARKETING MANAGER

PBS (Arlington, VA)

Aug 2001 - Jul 2003

- Researched and wrote copy for newsletters, annual reports, brochures, television and radio spot and online promotions. Supervised production, design and distribution of all materials.
- Advised PBS partner stations on media and marketing strategy including the development of press releases and media placements, co-branded materials, marketing presentations and online promotions.

CONTENT DEVELOPER

Aug 2000 - Aug 2001

AKQA (Washington, DC)

- Developed website architecture and wrote and developed multi-media content for numerous clients including MCI, Kellogg's and Nissan.

WRITER

C-SPAN (Washington, DC)

Oct 1997 - Aug 2000

- Authored *Traveling Tocqueville's America*, supervising research, copyright and layout development.
- Edited and contributed to *Booknotes: Life Stories*, collaborating with Times Books and C-SPAN leadership.
- Wrote for *Who's Buried in Grant's Tomb*, researching and editing historical content.
- Produced promotional spots and online features for C-SPAN broadcasts.
- Created press releases, brochures and advertising, focusing on historical and political content.

WRITER

George Mason University (Fairfax, VA)

Sep 1996 – Oct 1997

Wrote and edited feature stories, brochures, website content and supervised freelance creatives.

PUBLIC AFFAIRS SPECIALIST
Catholic University (Washington, DC)
Oct 1993 - Sep 1996

Developed national advertising, created online marketing and brochures and wrote feature stories, press releases and media pitches.

COPYWRITER
Macy's Advertising (Arlington, VA)
Oct 1993 - Sep 1996

Researched, wrote and managed the production of advertisements, newsletters, reports and digital content across multiple platforms.

EDUCATION

BACHELOR'S DEGREE IN ENGLISH LITERATURE
June 1990
University of North Carolina at Greensboro

EXPERTISE

Team Leadership, Video Production, Content Strategy, Creative Direction, Project Management, Brand Development, Script Writing, Marketing Strategy, Digital Marketing, Media Relations, Content Creation, Creative Writing.

ADDITIONAL INFORMATION

AWARDS

- '9/11: FEMA Remembers' – Gold Telly for short documentary
- 'Healing and Hope: National Service and the Opioid Crisis' – Gold Telly Award for not-for-profit video
- 'Healing and Hope: National Service and the Opioid Crisis' – Bronze Telly Award for general documentary
- 'AmeriCorps: Be the Greater Good' – Bronze Telly Award for promotional video

PUBLICATIONS

- *Traveling Tocqueville's America* – Johns Hopkins University Press
- *Booknotes: Life Stories* – Times Books, Random House
- *Who's Buried in Grant's Tomb: A Tour of Presidential Gravesites* – National Cable Satellite Corporation

PORTFOLIO

- Available upon request