



ANNE BENTZEL

CREATIVE DIRECTOR

CONTACT

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EDUCATION

- BA English Literature
- University of North Carolina at Greensboro

SKILLS

- Creative Leadership
- Video Strategy & Production
- Script writing
- Content Creation
- Brand Development
- Digital Marketing
- Project Management

ACHIEVEMENTS

- **Telly Awards:** Gold & Silver Telly Awards for video direction and storytelling at FEMA and AmeriCorps.
- **Published Author:** *Traveling Tocqueville's America* (Johns Hopkins Univ. Press) and *Booknotes: Life Stories* (Times Books).

PROFESSIONAL OVERVIEW

Award-winning creative director and strategic storyteller with extensive experience leading teams, developing multimedia strategy, and producing high-impact content across government, nonprofit, and broadcast sectors. Blends creative vision with data-driven insight to craft emotionally resonant stories that inspire engagement and strengthen brand identity. Known for building high-performing teams, fostering inclusive creative cultures, and turning complex missions into compelling visual narratives that drive action.

WORK EXPERIENCE

Creative Director

FEMA, Washington D.C. | 2019 – present

Provide creative strategy, brand leadership, and multimedia direction for all agency communication products from concept to final execution.

- Founded and scaled FEMA's first in-house creative branch from a one-person function into a 22-member multidisciplinary team of designers, videographers, writers, and editors.
- Produce award-winning videos from concept to final execution. Conceptualize, write and direct scripts. Direct on-site video production, oversee editing and approval process.
- Direct content execution and production of award-winning videos, digital campaigns, and social content that creates emotionally compelling content that captures attention, builds influence, and drives action.
- Partner cross-functionally with communications, digital, and leadership offices to align creative output with strategic goals.
- 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 document agency-wide brand standards, creative guidelines, and visual identity systems for consistency across all channels.
- Mentor and empower creative professionals, fostering a psychologically safe, inclusive, and high-performing team culture.

WORK EXPERIENCE (CONTINUED)

Creative Director

AmeriCorps, Washington DC | 2007 – 2019

Directed a multimedia creative team responsible for national storytelling campaigns across video, digital, and social platforms.

- Produced and directed award-winning videos highlighting community resilience, volunteerism, and social impact.
- Directed on-location shoots, oversaw editing, and produced digital content for AmeriCorps online channels.
- Supervised external PR firm and managed vendor relationships, ensuring high-quality creative execution and on-brand messaging.
- Developed long-term digital marketing and content strategies integrating SEO, analytics, and social engagement metrics.
- Managed all creative budgets, procurement, and production schedules for visual and audio assets.

Marketing Manager

American University, Washington, DC | 2003 – 2007

Directed development of university-wide creative content including writing feature content for the alumni magazine, art directing and copy writing for digital campaigns and web materials.

- Directed marketing and publicity for the Katzen Arts Center, securing press coverage and corporate partnerships.
- Coordinated with internal departments and departments to align creative efforts with institutional goals.

Marketing Manger

PBS, Arlington, VA | 2001 – 2003

Created and produced promotional video content, TV and radio spots, and online storytelling for PBS and affiliate stations.

- Collaborated with station partners on co-branded marketing campaigns, media placements, and national outreach.
- Managed all creative budgets, procurement, and production schedules for visual and audio assets.

Writer & Producer

C-SPAN, Washington, DC | 2001 – 2003

Produced promotional spots and online features for C-SPAN broadcasts.

- Wrote, edited, and produced national television and book programming including *Booknotes* and *Traveling Tocqueville's America*.
- Wrote and edited content for press releases, brochures, and advertising campaigns, focused on historical and political content.

Previous Roles

Content Developer, AKQA • Writer, George Mason University • Public Affairs Specialist, Catholic University • Copywriter, Macy's Advertising.