

Virginia Anzengruber

PR, COMMUNICATIONS, AND MEDIA PROFESSIONAL

PERSONAL PROFILE

I am a 32-year old Public Relations, Marketing, and Communications professional with over 11 years of experience. I never shy away from hard work, am comfortable as both a project leader and a collaborator, and try to lift up those around me by reminding them of their strengths. My truest joy is connecting with people to create impactful moments and affect positive change.

CORE SKILLS

- Public and Media Relations
- Event Development and Hosting
- Community Engagement
- Educational Programming
- Research and Analysis
- Budgeting
- Fundraising
- Social Media Management
- Print and Web Marketing
- Copywriting
- Filmmaking
- Podcasting
- Graphic Design

ACADEMIC HIGHLIGHTS

Florida State University

BA Media Communication Studies 2010
Minors: Film Studies, Religious Studies

Brevard Christian School

Graduated Valedictorian, Class of 2006

Honorary Astronaut

Astronaut Hall of Fame, December 1994

CONTACT ME

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CAREER HIGHLIGHTS

Director of Digital Marketing

Radiant Credit Union | Sept. 2020 - present | Gainesville, FL

- Strategy, Development, and Implementation of the Digital Marketing channels including Radiant's Website, Social Media Platforms, and Blog
- Collaborating with Senior Management Team/CFO on Promotional Events and Client Engagement Opportunities
- Managing promotion of Radiant's Charity of the Month program, which has given over \$200,000 to local North FL nonprofit organizations since 2005
- Writing, directing, and editing of internal and external video productions
- Graphic Design of Marketing Materials
- Public, Media, and Community Relations
- Managed Digital Marketing Department during 2020 rebrand from SunState Federal Credit Union to Radiant Credit Union

Content and Communications Manager

Fountain Street Church | Feb. 2018 - Aug. 2020 | Grand Rapids, MI

- Public + Media Relations (including Television and Radio appearances)
- Programming and Hosting of Live Community + Educational Events
- Educational Program Development
- Content Development and Creation including: Video Production, Podcast Hosting and Editing, and Digital + Print Marketing
- Social Media Management and Analytics
- Development and Design of Fundraising Materials (print + web)
- Development and Execution of 150th Anniversary Marketing Strategy and 2019 year-long calendar of events

Production Coordinator

Super Creative | July - Oct. 2016 | Los Angeles, CA

Managed crew members, accounts receivable/accounts payable, managed + reconciled budgets, coordinated staff schedules and shoot call sheets, and assisted in research + development

- Kevin Pereira TruTV Pilot
- Tomb Raider 20 Year Challenge Web Series
- The Attack daily live web series on attack.media
- Game4Paul Charity Livestream event 2016 (Artist Relations Manager for Vin Diesel and Ethan Embry)

Dailies Production Coordinator/Office Manager

SHED | May - Oct. 2015 | Los Angeles, CA

In-house Dailies + DI Production Coordinator on the following projects:

- Suicide Squad | Warner Bros. Studios
- The Hateful Eight | The Weinstein Company
- Captain America 3 | Marvel Studios
- A Beautiful Planet | IMAX
- Capital One | Jennifer Garner Airport Campaign, 2015
- Microsoft | Blue and Red Campaigns, 2015
- Buick Commercial, 2015
- JBL | Portables Campaign, 2015

ADDITIONAL PROFESSIONAL HISTORY

Freelance Film + Video Producer

Corporate Branded Campaigns | 2011-2020

- Foremost Insurance | 10-Part Animated Series | Snowball Studios | 2018-2019
- LaCroix | *Lady Ace Boogie* | Snowball Studios | 2017
- Blizzard Entertainment | *Starcraft: A Blank Canvas* | Gorilla Pictures | 2013
- Steelcase | SES GVSU | Dot & Cross | 2013
- The LEGO Group | *LEGO Party* (Award Winner) | Gorilla Pictures | 2012
- LUSH Cosmetics | *Toothy Toothy International Campaign* | 2011

Communications Manager

Committee to Elect Fred Wooden | June - August 2018 | Grand Rapids, MI

Development + Management of all Social Media, Press Communications, and Website Updates for Fred Wooden Congressional Campaign in MI's 3rd District.

Producer, Social Media Manager, PR Coordinator

Gorilla Pictures | January - December 2013 | Grand Rapids, MI

Managed and developed content for all social media platforms, implemented innovative marketing and PR strategies, and coordinated company projects to distributors and festivals. Producer on individual narrative projects and branded campaigns.

Programming Associate | Open Projector Night

Urban Institute for Contemporary Art | May - December 2013 | Grand Rapids, MI

Selection panelist for the quarterly film series highlighting projects with a Michigan connection. Created and implemented guerilla marketing event campaigns, and developed strong community interest and participation in this quarterly film event.

Public Relations Director | Student Life Cinema

Florida State University | May 2009 - August 2010 | Tallahassee, FL

Scheduled department meetings and advertisement, managed graphic designers, wrote press releases, and liaised with both on and off-campus organizations and media contacts for one of the country's largest university film programs/movie theaters.

Film Festival Co-Director, Public Relations Coordinator | The Stanley Kubrick Film Festival

Florida State University | March 2010 | Tallahassee, FL

Curated, organized and executed the film festival, including film screenings, panels and TV and print media inquiries. Served as Artist relations Manager for Vincent D'Onofrio and Jan Harlan.

Film Festival Co-Director, Public Relations Coordinator | Gay + Lesbian Film Festival

Florida State University | February 2009 | Tallahassee, FL

Curated, organized and executed the inaugural Gay and Lesbian Film Festival, in association with campus Pride. This included executing film screenings and educational panels, coordinating TV + print media inquiries, and creating marketing campaigns for a film festival that engaged the student body in civil and productive discussion.

References

Contact for references