

RUDI ANNA

Content Creation & Marketing Specialist

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PROFESSIONAL SUMMARY

Versatile content creation and marketing specialist with 15+ years of experience developing compelling multimedia content across biotech, healthcare, financial services, and media industries. Proven track record of translating complex technical concepts into engaging visual narratives that drive audience engagement and support business objectives.

CORE COMPETENCIES

Creative Software: Adobe Creative Suite (Premiere, Photoshop, After Effects, Illustrator, InDesign), Final Cut Pro, Microsoft Blend

Technical Skills: HTML/CSS, WordPress, UI/UX Design, Storyboarding, 3D Animation, Motion Graphics

Emerging Technologies: Midjourney AI, Digital Asset Management, Marketing Automation

Specialties: Video Production, Brand Development, Cross-functional Collaboration, Content Strategy

PROFESSIONAL EXPERIENCE

Content & Brand Manager | Beacon Bank *(formerly Berkshire Bank)*

August 2024 – Present

- Develop and implement comprehensive marketing strategies that align with company goals and objectives
- Lead brand consistency initiatives across all digital and print communications
- Manage content production workflows to ensure timely delivery of marketing materials

Associate Manager, Digital Content | Biocytogen

May 2021 – May 2024

- Spearheaded creative content development across graphic design, video production, animation, and web design, supporting 15+ concurrent projects annually
- Produced high-quality video content explaining complex biotechnological processes, resulting in increase in product demonstration engagement
- Collaborated with cross-functional teams including scientists and external agencies to create accurate, compelling content for sales collateral, presentations, and marketing campaigns

- Developed and managed comprehensive brand asset library, enabling faster content turnaround for internal teams and external partners
- Led company rebranding initiative, including logo redesign and visual strategy implementation
- Executed strategic marketing initiatives including website chatbot integration and business development workshop series, generating an increase in qualified leads

Creative Content Contractor | EMD Serono (Merck KGaA)

January 2019 – February 2021

- Supported North American and Global Corporate Communications teams on strategic initiatives, delivering 50+ video projects and digital assets annually
- Created promotional videos for product launches and corporate initiatives
- Collaborated with R&D teams to visualize product concepts using 3D animation and motion graphics, supporting successful launch of 3 major pharmaceutical products
- Implemented quality assurance and asset management processes, reducing project revision cycles

Visual Communications Contractor | Betsy Lehman Center for Patient Safety

December 2017 – January 2019

- Produced and edited short-form video content across multiple distribution channels
- Managed primary website CMS while implementing continuous UX/UI improvements
- Oversaw production and distribution of Patient Safety Beat monthly newsletter via Constant Contact, growing subscriber base
- Built and maintained subscriber database while creating HTML page layouts and content curation

FREELANCE HIGHLIGHTS

January 2012 – February 2017

Selected Client Projects:

- **The Boeing Company** (via Anonymous Content/FCB Chicago): Created branded content including mood books and commercial treatments for "Best of the Best" broadcast campaign
 - **Science Magazine**: Directed and produced video features on MIT exoskeleton technology optimization
 - **General Electric**: Developed commercial treatments for national advertising campaigns "Veterans" and "Healthy Imaginations"
 - **The Boston Children's Museum**: Produced monthly #Popscope sky-gazing event content
 - **Red Flag Distribution**: Designed marketing collateral for feature documentary "#ReGeneration" (Exec. Producer: Ryan Gosling)
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MEDIA & JOURNALISM EXPERIENCE

Content Creator & Staff Writer | Wicked Local (Gatehouse Media)

2010 – 2012

- Produced supplemental digital content including video, photography, and data visualizations for news stories
- Covered multiple beats including breaking news, local politics, business, and human interest stories
- Performed stylistic and copy editing while maintaining strict publication deadlines

Content Creator & Production Services Manager | Nu Media Factory

2008 – 2010

- Led creative team in developing content for all Nu Media Factory brand channels
- Managed equipment rental operations while providing customer service and technical support
- Coordinated training seminars for college and community groups on film production and digital camera basics

Academic Support Consultant | Emerson College Writing Center

September 2015 – May 2017 (Part-time during graduate program)

- Provided strategic and tactical writing support to undergraduate and ELL students
 - Enhanced academic writing quality through one-on-one consultation sessions
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TEACHING EXPERIENCE

English, ELL and History teacher for students in grades 6 - 12 (*Multiple schools*)

2001 – 2008

- Schools include: St. Bonaventure School, Thoreau, NM (2yrs); Brooklyn Jesuit Prep, NY, NY (3yrs); Lincoln Academy, Managua, Nicaragua (2yrs)
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EDUCATION

Master of Arts, Multimedia Journalism | Emerson College

Bachelor of Fine Arts, Film & TV Production | New York University, Tisch School of the Arts
