

Virginia Kettles

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PROFESSIONAL EXPERIENCE

Dentsu Creative

New York, NY

Producer, Integrated Production

April 2024 – Present

- Currently serve as an integrated producer on Dentsu's T-Mobile account, producing TV, Digital/Social, and Radio content for the U.S. General and U.S. Hispanic markets, in both English and Spanish. Coordinate productions both in the U.S. and internationally, working with teams and crews onshore and abroad
- Produced two :30/:15 English and Spanish-language TV Commercial spots with Saturday Night Live star Marcelo Hernández, in partnership with Apple to promote their iPhone 16 / iPhone 16 Pro. Led casting and wardrobe, tech scout, post production, and Social deliverable creation
- Spearheaded full 360-degree campaign for T-Mobile High-Speed Internet, from awarding the director and production company to casting, location scouting, and shooting a :30/:15 Online Video, plus nine core Social videos in English and Spanish, cut to 28 unique sources of content
- Vetted Spanish-language content (including regional accents) and provided perspective and direction to improve authenticity of content for the U.S. Hispanic market
- Mentored junior producers to help improve their skills and development, adding value to the overall team

Grey NY / Townhouse

New York, NY

Associate Integrated Producer

May 2023 – January 2024

- Headed production for Applebee's Social videos and Radio spots, and also produced Applebee's Stills, Animation, and Activation work
- Launched 360 marketing campaign for Applebee's "Dollarita," including running the tabletop product shoot, producing a 36-second animated spot, and 25+ Social & Radio assets in both English and Spanish

Assistant Integrated Producer

June 2021 – May 2023

- Produced promotional work for Pantene, Volvo, Las Vegas, Herbal Essences, Pfizer, Genentech, Verzenio, Trulicity
- Served as the lead producer for two 60-second TV commercials for Verzenio, including the test commercials (boardomatics), director search and award, shooting in Lisbon, Portugal, and post-production in the U.S. (a \$2m+ project total)

Andes Media, LLC

Los Angeles, CA & New York, NY

Digital and Social Media Manager (Freelance)

September 2020 – June 2021

- Produced digital campaigns across Social channels to promote the Latinx film production company's newest documentary, [Siqueiros: Walls of Passion](#). Also designed/launched the company's first-ever [centralized website](#)

Havas Life New York

New York, NY

Account Fellow & Pitch Pro

June 2019 – June 2020

- For New Business teams, I coordinated with account leaders and creatives, produced agency pitch deliverables, organized and served as a minute taker of conference calls, and booked travel arrangements for pitch presenters

EDUCATION

Washington and Lee University – Lexington, VA

Class of 2019

- B.A. in Strategic Communication, Creative Writing minor (GPA 3.3)

SKILLS

Languages: Spanish (Fluent)

Programs: Microsoft Office Suite, Photoshop, Final Cut Pro X, Numbers, Keynote, Canva, Google Workspace

Portfolio: virginiakettles.com