Anthony Ruttgaizer

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SUMMARY

Storytelling is my passion. Through comic books, live event hosting, sports commentating, voice acting, podcasting, radio & television broadcasting and even professional wrestling, I've told stories of both my own and others' for over 20 years. As a social media manager, my goal is to use my creative and strategic skills to help other creators and brands develop their voice and narratives.

SKILLS

An award-nominated writer and published illustrator. Passionate and inventive content creator, skilled with social media usage, campaign creation and management, and audio and video editing. An excellent communicator and experienced live event host.

PROFESSIONAL EXPERIENCE

Social Media Manager   **September 2022 - Present**
Effin' Birds, Toronto, Ontario
- Managing content calendar across multiple social media platforms
- Writing copy for new merchandise advertising campaigns
- Evaluating and analyzing data sets across social media platforms to determine patterns in user behaviour and make recommendations for alterations to the content calendar

Discussion Panel Host   **November 2021 - Present**
Fan Expo HQ, Toronto, Ontario
- Research and conduct hour-long interviews with creators and celebrities in front of live audiences at Fan Expo pop culture conventions across Canada and the United States

Disc Jockey   **August 2001 - September 2020**
Upper Brass Lounge, Toronto, Ontario
- Managed scheduling performers for live stage shows, maintaining exceptional organization and professional communication skills
- Ensured security and harmony within the locker rooms
- Oversaw the maintenance and good working order of all light and sound equipment within the venue
- Maintained and played an up-to-date catalogue of music for performers

Head of Creative and Talent Services   **August 2005 - May 2006**
1PW (One Pro Wrestling), Doncaster, UK
- Wrote and directed 3+ hour live sports entertainment events featuring up to 50 performers/crew for sell-out crowds of up to 2,000
- Assessed, hired and managed talent for live events
- Performed play-by-play commentary for television and DVD releases
- Managed conflict resolution between performers, staff and ownership
- Coordinated air travel for up to two dozen international performers to and from each live event

ADDITIONAL EXPERIENCE

- Promoter of Artsy Fartsy Comic Con, a new series of boutique, comic book/comic creator-focused fan events in downtown Toronto.
- Have been an on-air host at multiple radio stations including a full-time position at WCVI-AM/WPQR-FM in Connellsville, PA and guest host spots at The Fan 590 in Toronto and WCXJ in Pittsburgh, PA.
- Have written several graphic novels including the Shuster and Glyph Award-nominated "Heroes of Homeroom C"
- Successfully managed crowdfunding campaigns for five graphic novels via Kickstarter and IndieGoGo through a combination of direct email and owned media marketing, and earned media appearances as well as consulted on several other campaigns.
- Have appeared as an expert guest or guest presenter for numerous television and radio programs incl. Space Channel, WWE Network, CBC Radio, CITY-TV, WICU-TV and Vice.
- Have hosted live events in Canada, the US, the UK and Spain in front of as many as 10,000 fans including comedy shows, variety shows, wrestling events and discussion forums.

EDUCATION

Digital Media Marketing (Postgraduate Certificate) **December 2022**
George Brown College, Toronto, Ontario

- Coursework includes marketing management, event planning, computer applications for marketing and intensive group work
- Named to Dean's Honours List during both in-class semesters

CERTIFICATIONS AND TECHNICAL SKILLS

- Hootsuite Platform Certified
- Proficient with Buffer, Canva, Final Cut Pro X, Audacity, Microsoft Word, Teams and PowerPoint, and MediBang programs

References available upon request