



MICHAEL ANDERSON

LEAD ACQUISITIONS EDITOR

PROFILE

Accomplished Acquisitions Editor with a strong background in digital publishing and content curation, possessing over 12 years of experience in transforming literary concepts into market-ready products. Expert in leveraging technology and data analytics to enhance acquisition strategies, ensuring alignment with contemporary reader preferences. Demonstrated proficiency in collaborating with cross-functional teams to execute comprehensive editorial plans that drive engagement and revenue growth.

EXPERIENCE

LEAD ACQUISITIONS EDITOR

Digital Reads

2016 - Present

- Directed digital acquisition strategies that resulted in a 40% increase in eBook sales.
- Utilized data analytics tools to assess market trends and reader preferences, refining acquisition criteria.
- Collaborated with content creators to develop multimedia projects that enhanced reader engagement.
- Negotiated favorable terms with digital platforms, maximizing distribution reach.
- Implemented a peer review process for manuscript evaluation, improving quality control.
- Established partnerships with independent authors, diversifying the digital catalog.

ACQUISITIONS EDITOR

NextGen Publishers

2014 - 2016

- Reviewed and selected manuscripts, focusing on innovative storytelling and market viability.
- Conducted author interviews to assess fit with company vision and audience.
- Developed promotional strategies for acquired titles, increasing visibility in competitive markets.
- Coordinated with design teams to ensure cohesive branding for new releases.
- Organized author events and book launches, enhancing community engagement.
- Generated monthly reports on acquisition performance metrics for executive review.

CONTACT

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SKILLS

- digital publishing
- content curation
- data analytics
- manuscript sourcing
- cross-functional collaboration
- project management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN ENGLISH
LITERATURE, UNIVERSITY OF
SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Achieved a 50% increase in the number of digital titles acquired in one fiscal year.
- Recognized for leading a groundbreaking initiative that integrated multimedia elements into traditional publishing.
- Secured a partnership with a leading audiobook platform, expanding audience reach.