



Michael ANDERSON

MARKETING ANIMATION DESIGNER

Accomplished Animated Graphics Designer with over nine years of experience in the corporate sector, focusing on creating animations for marketing and promotional materials. Expertise in crafting visual narratives that resonate with target audiences, driving brand engagement and customer loyalty. Skilled in utilizing a variety of animation techniques and software to produce high-quality content that aligns with strategic marketing goals.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Adobe Premiere Pro
- After Effects
- Animation
- Marketing
- Project Management
- Communication

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN DIGITAL
MEDIA, TECH UNIVERSITY, 2014**

ACHIEVEMENTS

- Increased brand engagement by 35% through innovative animated content.
- Received the Marketing Excellence Award for outstanding animation work, 2022.
- Developed a campaign that led to a 50% increase in lead generation.

WORK EXPERIENCE

MARKETING ANIMATION DESIGNER

Global Marketing Inc.

2020 - 2025

- Developed animated promotional videos for product launches and campaigns.
- Collaborated with marketing teams to align animations with brand strategies.
- Utilized Adobe Premiere Pro and After Effects for video production.
- Conducted market research to inform animation styles and content.
- Managed project timelines to ensure timely delivery of all animations.
- Analyzed campaign performance metrics to optimize future animations.

ANIMATOR

Brand Vision Studios

2015 - 2020

- Created animations for social media and digital marketing campaigns.
- Worked closely with graphic designers to ensure cohesive visual branding.
- Utilized After Effects and Photoshop for high-quality animations.
- Participated in creative brainstorming sessions to generate innovative ideas.
- Maintained organized project files for efficient collaboration.
- Gathered feedback from clients to refine animation projects.