

MICHAEL ANDERSON

Senior Marketing Animator

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Strategic Animation Artist with a focus on marketing and branding, leveraging over nine years of experience to create animations that enhance brand visibility and consumer engagement. Expertise in developing animated content tailored to specific marketing strategies and audience demographics. Proven ability to collaborate with marketing teams to produce high-impact animations that drive brand recognition.

WORK EXPERIENCE

Senior Marketing Animator | Brand Solutions LLC

Jan 2022 – Present

- Developed animated advertisements for various platforms, increasing brand engagement.
- Utilized Adobe After Effects and Premiere Pro to create compelling marketing content.
- Collaborated with marketing teams to align animations with brand messaging.
- Analyzed audience metrics to tailor animations for maximum impact.
- Managed multiple projects concurrently, ensuring deadlines were met.
- Presented animation concepts to clients, incorporating feedback into final products.

Animator | Creative Marketing Agency

Jul 2019 – Dec 2021

- Assisted in the production of animated content for client campaigns.
- Worked closely with designers to create cohesive visual styles.
- Participated in client meetings to discuss project objectives and strategies.
- Maintained project timelines and documentation for effective workflow.
- Conducted research on animation trends to inform creative direction.
- Contributed to team brainstorming sessions, enhancing project creativity.

SKILLS

Adobe After Effects

Marketing Animation

Brand Strategy

Audience Analysis

Project Management

Team Collaboration

EDUCATION

Bachelor of Fine Arts in Animation

2013

University of Creative Arts

ACHIEVEMENTS

- Increased client engagement by 50% through innovative marketing animations.
- Recognized for excellence in creative solutions at the Annual Marketing Awards, 2022.
- Contributed to campaigns that resulted in a 30% increase in brand awareness.

LANGUAGES

English

Spanish

French