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SKILLS

- Audio Advertising
- Project Management
- Creative Direction
- Sound Editing
- Market Research
- Client Collaboration

EDUCATION

BACHELOR'S DEGREE IN MARKETING AND COMMUNICATIONS, NEW YORK UNIVERSITY

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased client satisfaction rates by 35% through improved audio quality.
- Received the Audio Production Excellence Award in 2022.
- Successfully launched a campaign that increased brand awareness by 50%.

Michael Anderson

AUDIO PRODUCTION MANAGER

Strategic Audio Producer with a wealth of experience in commercial audio production and advertising. Proficient in crafting compelling audio advertisements that resonate with target audiences and drive brand engagement. Expertise in managing all aspects of audio production, including scriptwriting, voice talent direction, and sound editing. Recognized for a strong understanding of market trends and consumer behavior, which informs creative decisions.

EXPERIENCE

AUDIO PRODUCTION MANAGER

AdVibe Agency

2016 - Present

- Managed audio production for over 100 advertising campaigns.
- Directed voice talent and sound engineers to achieve desired outcomes.
- Developed audio branding strategies for various clients.
- Ensured adherence to project timelines and budget constraints.
- Analyzed audience feedback to refine audio content.
- Collaborated with creative teams to integrate audio into multimedia projects.

JUNIOR AUDIO PRODUCER

Sound Branding Group

2014 - 2016

- Assisted in the production of audio ads for various brands.
- Conducted market research to inform audio content strategies.
- Collaborated with senior producers on project execution.
- Maintained audio equipment and ensured high-quality recordings.
- Supported client meetings by presenting audio samples.
- Gathered and analyzed client feedback for continuous improvement.