



MICHAEL ANDERSON

DIGITAL CONTENT STRATEGIST

CONTACT

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-  San Francisco, CA

SKILLS

- digital strategy
- content creation
- sports journalism
- audience engagement
- social media management
- SEO

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN JOURNALISM,
UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased website traffic by 50% through effective content marketing strategies.
- Won the Best Sports Feature Award for a documentary on local athletes.
- Achieved a 30% boost in social media followers within six months.

PROFILE

Accomplished Broadcast Media Consultant with a robust background in sports journalism and digital content strategy. Recognized for an exceptional ability to craft compelling narratives that resonate with diverse audiences. Expertise in leveraging social media platforms to enhance brand visibility and engage with fans in real-time. Proven track record of collaborating with high-profile athletes and sports organizations to produce impactful multimedia content.

EXPERIENCE

DIGITAL CONTENT STRATEGIST

Sports Media Group

2016 - Present

- Devised and executed digital content strategies to enhance online presence.
- Collaborated with editorial teams to produce engaging sports articles and videos.
- Utilized SEO best practices to increase organic traffic to sports-related content.
- Monitored social media engagement metrics to refine content strategies.
- Organized interactive live events and Q&A sessions with sports personalities.
- Trained staff on digital tools and platforms to improve content delivery.

SPORTS JOURNALIST

Local Sports Network

2014 - 2016

- Reported live from various sports events, providing real-time coverage.
- Conducted in-depth interviews with athletes and coaches for feature stories.
- Produced multimedia packages that highlighted key moments in sports.
- Developed a strong following on social media through engaging content.
- Collaborated with producers to ensure timely broadcast of sports news.
- Participated in editorial meetings to brainstorm content ideas.