



MICHAEL ANDERSON

Senior Broadcast Rights Analyst

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SUMMARY

Meticulous Broadcast Rights Analyst with extensive expertise in media rights negotiations and contract management. Proven ability to analyze market trends and maximize revenue streams through strategic partnerships. Demonstrated proficiency in leveraging data analytics to inform decision-making processes and optimize broadcast strategies. Recognized for fostering strong relationships with stakeholders across various media platforms, ensuring compliance with industry regulations, and enhancing brand visibility.

WORK EXPERIENCE

Senior Broadcast Rights Analyst Global Media Group

Jan 2023 - Present

- Negotiated and secured broadcast rights for major sporting events, resulting in a 30% increase in viewership.
- Conducted comprehensive market analysis to identify emerging trends and opportunities.
- Collaborated with legal teams to draft and finalize contracts, ensuring compliance with licensing agreements.
- Utilized advanced analytics tools to assess performance metrics and develop strategic recommendations.
- Managed relationships with key stakeholders, including broadcasters and content providers.
- Presented findings and proposals to executive leadership, influencing key business decisions.

Broadcast Rights Coordinator National Sports Network

Jan 2020 - Dec 2022

- Assisted in the negotiation of broadcast rights agreements, contributing to a 20% increase in revenue.
- Maintained detailed records of contracts and rights acquisitions for accurate reporting.
- Supported the development of marketing strategies to promote new content offerings.
- Analyzed competitor activities and market positioning to inform strategic planning.
- Coordinated logistics for content delivery and broadcast schedules across multiple platforms.
- Facilitated communication between departments to streamline project execution.

EDUCATION

Master of Business Administration, Media Management - New York University

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** contract negotiation, market analysis, data analytics, stakeholder management, project coordination, compliance
- **Awards/Activities:** Increased annual broadcast revenue by 25% through strategic rights acquisitions.
- **Awards/Activities:** Recognized as 'Employee of the Year' for outstanding contributions to the rights negotiation team.
- **Awards/Activities:** Successfully launched a new streaming platform that attracted over 1 million subscribers in the first year.
- **Languages:** English, Spanish, French