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SKILLS

- rights management
- audience analysis
- negotiation strategies
- market research
- stakeholder engagement
- performance metrics

EDUCATION

**BACHELOR OF ARTS IN MEDIA STUDIES -
UNIVERSITY OF CALIFORNIA, LOS
ANGELES**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased contract negotiation success rate by 30% through targeted strategies.
- Recognized for excellence in rights management with an internal award.
- Successfully launched a new content series that received positive audience feedback.

Michael Anderson

BROADCAST RIGHTS SPECIALIST

Results-oriented Broadcast Rights Analyst with a strong foundation in multimedia rights management and audience analysis. Demonstrated success in negotiating lucrative contracts and enhancing broadcast strategies through data-driven insights. Proficient in assessing market dynamics and leveraging analytics to inform strategic decisions. Strong communicator with a history of engaging stakeholders and fostering collaborative partnerships.

EXPERIENCE

BROADCAST RIGHTS SPECIALIST

Media Dynamics LLC

2016 - Present

- Negotiated rights agreements that increased overall broadcast revenue by 20%.
- Conducted comprehensive market research to identify potential acquisition opportunities.
- Collaborated with creative teams to develop promotional strategies for new content.
- Utilized performance metrics to assess the effectiveness of broadcast rights.
- Maintained relationships with key industry stakeholders to facilitate successful negotiations.
- Provided reports on market trends and rights utilization to senior management.

RIGHTS MANAGEMENT ASSISTANT

Cultural Broadcasting Network

2014 - 2016

- Assisted in evaluating broadcast rights for various content, contributing to strategic planning efforts.
- Maintained accurate records of rights agreements and contractual obligations.
- Supported marketing initiatives to promote new programming.
- Conducted competitor analysis to inform negotiation strategies.
- Facilitated communication between departments to ensure alignment on project objectives.
- Provided insights on audience engagement metrics to guide programming decisions.