

MICHAEL ANDERSON

Broadcast Rights Analyst

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Analytical Broadcast Rights Analyst with a strong focus on data-driven decision-making and strategic rights management. Expertise in negotiating media rights agreements and optimizing content distribution across various platforms. Proven ability to leverage analytics to inform business strategies and enhance viewer engagement. Strong communicator with a talent for building relationships with stakeholders and fostering collaboration.

WORK EXPERIENCE

Broadcast Rights Analyst | NextGen Media Group

Jan 2022 – Present

- Negotiated broadcast rights agreements that resulted in a 20% increase in audience engagement.
- Conducted market analysis to identify trends and opportunities for rights acquisition.
- Collaborated with legal teams to ensure compliance with contractual obligations.
- Utilized performance metrics to assess the effectiveness of broadcast strategies.
- Maintained relationships with industry stakeholders to facilitate negotiations.
- Provided insights on audience behavior to inform programming decisions.

Junior Broadcast Rights Coordinator | Visionary Media Solutions

Jul 2019 – Dec 2021

- Assisted in the evaluation of broadcast rights for various media properties.
- Maintained accurate records of licensing agreements and contractual terms.
- Supported marketing efforts to promote new programming initiatives.
- Conducted research on competitor strategies to inform negotiation tactics.
- Facilitated communication between departments to ensure project alignment.
- Provided reports on audience engagement metrics to stakeholders.

SKILLS

data analysis rights negotiation audience engagement market research compliance management stakeholder collaboration

EDUCATION

Bachelor of Arts in Business Administration - University of Texas

2015 – 2019

University

ACHIEVEMENTS

- Increased broadcast rights acquisition efficiency by 30% through targeted strategies.
- Recognized for outstanding performance in contract negotiations with a company award.
- Successfully launched a new content initiative that received positive audience feedback.

LANGUAGES

English Spanish French