



Michael

ANDERSON

CASTING ASSISTANT

Proficient casting assistant with extensive experience in commercial casting and advertising campaigns. Noted for a strong understanding of brand narratives and the ability to match talent with specific campaign goals. Demonstrates exceptional organizational skills in managing multiple projects simultaneously while meeting tight deadlines. Highly effective in collaborating with creative teams to ensure casting aligns seamlessly with overall marketing strategies.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Commercial casting
- Brand alignment
- Project management
- Audition facilitation
- Talent negotiation
- Database management

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN ADVERTISING,
UNIVERSITY OF FLORIDA, 2017**

ACHIEVEMENTS

- Contributed to the successful launch of a high-profile advertising campaign that exceeded engagement targets.
- Recognized for exceptional organizational skills, leading to improved casting timelines.
- Instrumental in building a network of over 150 talent contacts within the advertising industry.

WORK EXPERIENCE

CASTING ASSISTANT

AdVision Agency

2020 - 2025

- Coordinated casting sessions for national commercial campaigns, ensuring talent alignment with brand objectives.
- Managed audition schedules and logistics, facilitating a smooth process for participants.
- Reviewed and evaluated audition tapes, providing feedback to creative teams.
- Maintained comprehensive databases of actors suitable for various campaigns.
- Collaborated with directors and producers to refine casting briefs.
- Engaged with talent agents to negotiate terms and finalize selections.

CASTING INTERN

Creative Marketing Solutions

2015 - 2020

- Assisted in managing the casting process for commercial shoots.
- Supported the team in reviewing submissions and conducting initial evaluations.
- Coordinated logistics for auditions, ensuring all materials were prepared.
- Participated in casting meetings, providing insights on talent suitability.
- Maintained communication with actors regarding audition outcomes.
- Contributed to the development of casting strategies for various campaigns.