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## **EXPERTISE SKILLS**

- Commercial Casting
- Brand Strategy
- Talent Scouting
- Digital Auditions
- Budget Management
- Relationship Building

## **LANGUAGES**

- English
- Spanish
- French

## **CERTIFICATION**

- Bachelor of Arts in Communication, New York University

## **REFERENCES**

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## CASTING DIRECTOR

Innovative Casting Director renowned for expertise in commercial casting and advertising, with over ten years of experience in identifying and cultivating talent that delivers impactful brand narratives. Proficient in collaborating with creative teams to translate marketing strategies into compelling casting decisions. Demonstrated ability to manage high-pressure casting environments while maintaining a focus on project objectives and timelines.

## **PROFESSIONAL EXPERIENCE**

### **AdVantage Productions**

*Mar 2018 - Present*

Casting Director

- Directed casting for over 50 commercial campaigns, significantly enhancing brand engagement.
- Developed casting briefs in collaboration with marketing teams to align talent with campaign goals.
- Implemented digital audition platforms, increasing talent accessibility by 40%.
- Conducted talent scouting at industry events and showcases, identifying emerging stars.
- Managed casting budgets effectively, ensuring cost-efficiency in talent procurement.
- Maintained strong relationships with talent agencies for streamlined casting processes.

### **Creative Edge Marketing**

*Dec 2015 - Jan 2018*

Casting Assistant

- Supported the casting process for various advertising projects, enhancing brand representation.
- Coordinated auditions and managed logistics, ensuring a seamless experience for actors.
- Assisted in evaluating audition tapes and providing feedback to creative directors.
- Created and maintained a talent database for quick access to suitable candidates.
- Engaged with talent representatives to negotiate contracts and agreements.
- Facilitated communication between the casting team and production staff to ensure alignment.

## **ACHIEVEMENTS**

- Increased campaign success rates by 35% through strategic talent selection.
- Recognized as a top performer within the agency for two consecutive years.
- Developed a comprehensive talent scouting report that enhanced agency visibility.