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SKILLS

- After Effects
- Cinema 4D
- Brand Storytelling
- Animation Principles
- Project Management
- Creative Collaboration

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN, SAVANNAH COLLEGE OF ART AND DESIGN

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Won multiple Clio Awards for excellence in advertising animation.
- Increased client engagement by 50% through innovative animation techniques.
- Contributed to a campaign that won an Effie Award for effectiveness.

Michael Anderson

SENIOR ANIMATOR

Visionary Character Animator with extensive expertise in the field of advertising and marketing, skilled in crafting animations that effectively communicate brand messages and engage target audiences. Proven track record of producing high-impact animations that enhance brand storytelling across various platforms, including television, online media, and interactive applications. Strong ability to collaborate with creative teams to develop concepts and execute animations that align with marketing strategies.

EXPERIENCE

SENIOR ANIMATOR

Wieden+Kennedy

2016 - Present

- Produced innovative animated commercials that drove brand awareness and engagement.
- Collaborated with creative directors to align animation with campaign objectives.
- Utilized After Effects and Cinema 4D to create visually compelling animations.
- Participated in brainstorming sessions to generate creative concepts for clients.
- Conducted client presentations to showcase animation concepts and receive feedback.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality animations.

ANIMATOR

Grey Advertising

2014 - 2016

- Assisted in the creation of animated content for digital marketing campaigns.
- Worked closely with designers to ensure brand consistency in animations.
- Utilized various animation software to produce engaging visual content.
- Participated in client meetings to discuss project requirements and objectives.
- Maintained project documentation and schedules to ensure organization.
- Contributed to the development of a successful animated series for social media platforms.