



MICHAEL ANDERSON

Senior Content Acquisition Manager

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SUMMARY

Dynamic and results-oriented Content Acquisition Specialist with extensive experience in the digital media landscape. Expertise encompasses the strategic sourcing and procurement of high-quality content, coupled with a profound understanding of market trends and consumer behavior. Proven track record in enhancing content libraries through innovative acquisition strategies and fostering partnerships with content providers.

WORK EXPERIENCE

Senior Content Acquisition Manager Global Media Solutions

Jan 2023 - Present

- Developed and executed strategic content acquisition plans to expand the digital portfolio.
- Negotiated multi-million dollar contracts with leading content providers, resulting in a 30% cost reduction.
- Collaborated with cross-functional teams to assess content performance and user engagement metrics.
- Implemented a vendor management system to streamline content delivery and improve efficiency.
- Conducted market research to identify emerging trends and content gaps in the industry.
- Mentored junior team members on best practices in content acquisition and vendor negotiations.

Content Acquisition Analyst Innovative Content Group

Jan 2020 - Dec 2022

- Analyzed content acquisition strategies and provided actionable insights to senior management.
 - Assisted in the negotiation of licensing agreements for diverse content types.
 - Maintained relationships with content creators and distributors to ensure seamless content flow.
 - Evaluated content performance using analytics tools to inform future acquisition decisions.
 - Prepared comprehensive reports on content trends and acquisition effectiveness.
 - Participated in industry conferences to network and identify potential content partnerships.
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EDUCATION

Master of Arts in Media Studies, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** content strategy, vendor negotiations, market analysis, data analytics, project management, stakeholder engagement
- **Awards/Activities:** Increased content library by 40% within two years through strategic acquisitions.
- **Awards/Activities:** Recognized as Employee of the Year for exceptional performance in content procurement.
- **Awards/Activities:** Successfully launched a new content platform that generated a 25% increase in user subscriptions.
- **Languages:** English, Spanish, French