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## **EXPERTISE SKILLS**

- strategic sourcing
- content evaluation
- supplier relationship management
- data-driven decision-making
- leadership skills
- market research

## **LANGUAGES**

- English
- Spanish
- French

## **CERTIFICATION**

- Master of Business Administration, 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

## CONTENT ACQUISITION STRATEGIST

Strategic Content Acquisition Specialist with a proven history of enhancing content portfolios through innovative sourcing and negotiation techniques. Renowned for a meticulous approach to content evaluation and a commitment to aligning acquisitions with organizational goals. Extensive experience in assessing market trends and consumer preferences to guide content strategy, ensuring relevance and engagement.

## **PROFESSIONAL EXPERIENCE**

### **Premier Digital Networks**

*Mar 2018 - Present*

Content Acquisition Strategist

- Formulated and executed content acquisition strategies that aligned with corporate objectives.
- Engaged in high-level negotiations with content distributors to secure favorable terms.
- Analyzed viewer data to inform content selection and improve retention rates.
- Oversaw the integration of acquired content into existing platforms.
- Collaborated with marketing teams to optimize promotional strategies for new content.
- Conducted competitive analysis to identify content opportunities and threats.

### **Media Solutions Group**

*Dec 2015 - Jan 2018*

Content Acquisition Associate

- Assisted in the development of content acquisition proposals for senior management review.
- Maintained up-to-date records of content licenses and agreements.
- Conducted market research to identify potential content partners.
- Supported negotiation processes and contract finalization.
- Collaborated with teams to manage the lifecycle of acquired content.
- Prepared comprehensive reports on content performance metrics.

## **ACHIEVEMENTS**

- Increased content diversity by 35% through targeted acquisition efforts.
- Received commendation for excellence in negotiation and contract management.
- Developed a successful content strategy that resulted in a 40% increase in viewer engagement.