



MICHAEL ANDERSON

Content Acquisition Coordinator

Dedicated Content Acquisition Specialist with a focus on building strategic partnerships and enhancing content diversity. Expertise in negotiating contracts and managing supplier relationships to ensure the procurement of high-quality content. Renowned for a keen understanding of content trends and audience preferences, enabling the effective alignment of acquisition strategies with market demands.

WORK EXPERIENCE

Content Acquisition Coordinator

2020-2023

Elite Media Group

- Coordinated content acquisition activities to enhance overall content offerings.
- Negotiated terms with content providers to secure advantageous contracts.
- Conducted market analysis to identify emerging content trends.
- Maintained up-to-date records of content licenses and agreements.
- Collaborated with marketing teams to align content with promotional strategies.
- Prepared reports on content performance and acquisition metrics.

Content Development Intern

2019-2020

Creative Media Partners

- Assisted in sourcing and evaluating potential content opportunities.
- Supported contract negotiations by providing necessary documentation.
- Engaged with content creators to build relationships.
- Participated in market research to inform content strategies.
- Contributed to the preparation of performance analysis reports.
- Maintained communication with stakeholders regarding content initiatives.

ACHIEVEMENTS

- Increased content diversity by 30% through proactive sourcing initiatives.
- Successfully launched a content partnership that boosted audience engagement by 25%.
- Recognized for outstanding teamwork and collaboration during internship program.

CONTACT

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EDUCATION

Bachelor of Arts in Marketing

University of North Carolina

2016-2020

SKILLS

- strategic partnerships
- contract negotiation
- content analysis
- market research
- collaborative teamwork
- project management

LANGUAGES

- English
- Spanish
- French