

MICHAEL ANDERSON

Content Sourcing Specialist

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Proactive Content Acquisition Specialist with a focus on innovative strategies for content sourcing and procurement. Proven ability to identify high-potential content opportunities that align with audience interests and market trends. Expertise in negotiating contracts and managing relationships with content providers to ensure optimal outcomes. Strong analytical skills facilitate the assessment of content performance, driving informed acquisition decisions.

WORK EXPERIENCE

Content Sourcing Specialist | Digital Vision Media

Jan 2022 – Present

- Developed innovative content sourcing strategies to enhance digital offerings.
- Negotiated contracts with content providers to secure favorable terms.
- Utilized analytics to assess content performance and inform acquisition strategies.
- Maintained strong relationships with content creators and distributors.
- Collaborated with marketing teams to align content initiatives with business objectives.
- Conducted competitive analysis to identify potential content acquisition opportunities.

Content Acquisition Trainee | Innovative Content Agency

Jul 2019 – Dec 2021

- Assisted in sourcing and evaluating content opportunities under senior supervision.
- Maintained documentation of content licenses and agreements.
- Engaged with potential content providers to establish initial contacts.
- Supported project teams in preparing performance reports on acquired content.
- Participated in market research to inform acquisition strategies.
- Contributed to team meetings, providing insights on content trends.

SKILLS

content sourcing

contract negotiation

performance assessment

stakeholder engagement

project management

market analysis

EDUCATION

Bachelor of Arts in Media Communication

2015 – 2019

University of Washington

ACHIEVEMENTS

- Increased content portfolio by 20% through strategic sourcing efforts.
- Recognized for exceptional contributions to team projects during internship.
- Successfully contributed to a content initiative that boosted user engagement by 15%.

LANGUAGES

English

Spanish

French