



MICHAEL ANDERSON

DIGITAL CONTENT STRATEGIST

CONTACT

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- San Francisco, CA

SKILLS

- content development
- digital marketing
- user engagement
- project coordination
- analytics
- editorial management

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN DIGITAL MEDIA,
NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased social media following by 200% through targeted content initiatives.
- Led a project that received a Silver Award at the Digital Media Awards.
- Recognized for excellence in content strategy at the annual company conference.

PROFILE

Strategic Digital Content Publisher with a robust background in content development and digital marketing. Expertise encompasses the creation of compelling narratives that resonate with target audiences while driving measurable results. Proven ability to analyze market trends and consumer behavior to inform content strategies effectively. Exceptional project management skills facilitate the seamless execution of content campaigns from conception through delivery.

EXPERIENCE

DIGITAL CONTENT STRATEGIST

Creative Digital Media

2016 - Present

- Crafted and executed comprehensive content strategies that increased user engagement by 50%.
- Conducted market research to identify emerging trends and audience preferences.
- Collaborated with SEO specialists to enhance content visibility and rankings.
- Managed content production workflows to ensure adherence to deadlines and budgets.
- Analyzed performance metrics to refine content approaches and maximize ROI.
- Developed training resources for team members on content best practices.

CONTENT EDITOR

NextGen Publishing

2014 - 2016

- Edited and optimized content for clarity, engagement, and SEO performance.
- Coordinated with writers to ensure alignment with brand voice and messaging.
- Implemented editorial guidelines to maintain consistency across publications.
- Utilized analytics tools to track content effectiveness and reader engagement.
- Facilitated brainstorming sessions to generate innovative content ideas.
- Mentored junior editors in content editing and digital publishing techniques.