



# MICHAEL ANDERSON

## E-PUBLISHING STRATEGIST

### CONTACT

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- San Francisco, CA

### SKILLS

- Digital Content Creation
- Data Analysis
- SEO
- Project Management
- Vendor Relations
- Training Development

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN COMMUNICATIONS, BOSTON UNIVERSITY**

### ACHIEVEMENTS

- Achieved a 70% increase in digital engagement metrics over three years.
- Selected as a key speaker at the National E-Publishing Conference.
- Successfully launched an e-book series that topped bestseller lists.

### PROFILE

Innovative E-Publishing Specialist with extensive experience in digital content creation and distribution. Proficient in leveraging advanced tools and technologies to enhance the publishing process and improve reader engagement. Expertise in managing end-to-end e-publishing workflows, ensuring timely and accurate delivery of digital publications. Strong analytical skills with a focus on data-driven decision-making to optimize content strategies and improve market reach.

### EXPERIENCE

#### E-PUBLISHING STRATEGIST

##### NextGen Publications

*2016 - Present*

- Developed and executed digital publishing strategies that increased readership by 50%.
- Utilized analytics tools to assess content performance and inform future publishing decisions.
- Managed relationships with external vendors to enhance e-publishing capabilities.
- Conducted training sessions for staff on emerging digital publishing trends.
- Led the successful launch of a new digital magazine, achieving 10,000 subscribers in the first quarter.
- Implemented SEO strategies that improved website traffic by 35%.

#### DIGITAL CONTENT DEVELOPER

##### Creative Media Group

*2014 - 2016*

- Created engaging digital content for various platforms, enhancing audience interaction.
- Collaborated with graphic designers to produce visually appealing e-books.
- Analyzed market trends to guide content development and marketing strategies.
- Managed social media accounts, resulting in a 150% increase in followers.
- Ensured compliance with copyright regulations in digital content production.
- Participated in industry conferences to stay updated on digital publishing advancements.