



Michael

ANDERSON

CONTENT STRATEGIST

Innovative E-Sports Specialist with a passion for content creation and audience engagement, adept at leveraging multimedia platforms to enhance brand visibility and community interaction. Demonstrated expertise in producing high-quality content that resonates with diverse gaming audiences, resulting in increased viewer engagement and loyalty. Proven ability to collaborate with influencers and sponsors to drive promotional campaigns that amplify brand reach.

WORK EXPERIENCE

CONTENT STRATEGIST

Twitch

2020 - 2025

- Developed and executed content strategies that increased channel viewership by 50%.
- Collaborated with streamers to produce engaging live events and tournaments.
- Analyzed viewer engagement data to refine content offerings and improve retention.
- Managed social media campaigns, driving a 40% increase in follower base.
- Produced promotional materials to enhance brand partnerships and sponsorships.
- Facilitated community discussions to gather feedback on content preferences.

VIDEO PRODUCER

YouTube Gaming

2015 - 2020

- Produced and edited over 200 gaming videos, achieving millions of views.
- Collaborated with creators to develop unique content that drives audience engagement.
- Conducted audience surveys to inform video topics and styles.
- Managed a team of freelancers to ensure timely content delivery.
- Utilized SEO strategies to enhance video discoverability across platforms.
- Presented content ideas to stakeholders, securing funding for new projects.

CONTACT

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SKILLS

- Content Creation
- Audience Engagement
- Video Production
- Social Media Marketing
- Analytics
- Community Building

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF FINE ARTS IN FILM PRODUCTION, NEW YORK UNIVERSITY, 2014

ACHIEVEMENTS

- Increased channel subscriber base by 100% within one year.
- Received the 'Best Streaming Content' award from the Digital Media Association.
- Successfully launched a viral marketing campaign that boosted brand awareness.