



MICHAEL ANDERSON

Head of Editorial

Dynamic Executive Editor with a robust background in both print and digital media, bringing over 14 years of experience in editorial management and content strategy. Expertise in identifying market trends and translating them into compelling editorial content that resonates with diverse audiences. Proven success in leading high-impact editorial teams and managing cross-functional projects that drive brand engagement and growth.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Journalism

New York University
2016-2020

SKILLS

- Editorial Management
- Content Strategy
- Data Analytics
- Team Leadership
- Brand Development
- Project Coordination

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Head of Editorial

2020-2023

Global Digital Media Company

- Oversaw editorial direction for multiple digital platforms, enhancing content quality and reach.
- Managed a team of 25 writers and editors, promoting collaboration and creativity.
- Implemented analytics-driven content strategies that improved audience retention.
- Developed partnerships with influencers to expand content distribution.
- Reviewed and approved all content to ensure alignment with brand voice.
- Facilitated training sessions for editorial staff on emerging trends and technologies.

Editorial Coordinator

2019-2020

Regional Newspaper

- Assisted in the development of editorial content for print and online publications.
- Coordinated with reporters and editors to ensure timely publication of news stories.
- Conducted research to support editorial decisions and content development.
- Managed the editorial calendar to ensure all deadlines were met.
- Participated in editorial meetings to discuss content direction and strategy.
- Reviewed submitted articles for quality and adherence to style guidelines.

ACHIEVEMENTS

- Increased audience engagement by 70% through innovative content initiatives.
- Recognized for 'Best Editorial Team' by the Digital Media Awards in 2022.
- Successfully launched a new editorial platform that attracted 500,000 unique visitors in its first month.