



# Michael

## ANDERSON

### BRAND VIDEO STRATEGIST

A strategic Explainer Video Designer with a comprehensive approach to brand storytelling through animation. Expertise in developing explainer videos that not only captivate audiences but also drive measurable business outcomes. Proven track record of working in fast-paced environments, adapting to the dynamic needs of clients and projects. Strong analytical skills facilitate data-driven decisions to enhance video effectiveness and reach.

### WORK EXPERIENCE

#### BRAND VIDEO STRATEGIST

Impact Creative Agency

2020 - 2025

- Conceptualized and produced over 150 explainer videos for major brands.
- Analyzed market data to inform video content strategies and audience targeting.
- Collaborated with marketing teams to ensure alignment with branding initiatives.
- Managed project timelines and deliverables, ensuring on-time completion.
- Conducted client presentations to showcase video concepts and gather feedback.
- Utilized SEO best practices to enhance video visibility and reach.

#### EXPLAINER VIDEO PRODUCER

Visual Communications Group

2015 - 2020

- Produced high-impact explainer videos that communicated key messages effectively.
- Engaged with clients to understand their vision and project requirements.
- Implemented creative solutions to enhance video storytelling and engagement.
- Managed production schedules and budgets, ensuring resource efficiency.
- Reviewed and revised video content based on client feedback and performance metrics.
- Conducted workshops on video production techniques for internal staff development.

### CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

### SKILLS

- Video Strategy
- Brand Development
- Animation
- Project Management
- Data Analysis
- Client Relations

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN MARKETING,  
STANFORD UNIVERSITY**

### ACHIEVEMENTS

- Achieved a 50% increase in client video engagement through strategic content development.
- Recognized as 'Employee of the Year' for outstanding contributions to client projects.
- Successfully led a rebranding project that resulted in a 30% increase in brand awareness.