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www.michaelanderson.com

SKILLS

- Commercial Filmmaking
- Brand Strategy
- Market Analysis
- Team Collaboration
- Project Management
- Consumer Insights

EDUCATION

BACHELOR OF ARTS IN MEDIA STUDIES,
UNIVERSITY OF TEXAS AT AUSTIN

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Directed award-winning commercials recognized at industry awards.
- Increased client engagement by 25% through targeted advertising campaigns.
- Successfully managed a portfolio of over 30 commercial projects annually.

Michael Anderson

COMMERCIAL FILM DIRECTOR

Strategic Film Director with a robust history in commercial filmmaking and advertising. Expertise in creating visually compelling content that drives brand engagement and consumer action. Proven ability to conceptualize and execute high-impact advertising campaigns through innovative storytelling techniques. Strong background in collaborating with marketing teams to align creative vision with business objectives.

EXPERIENCE

COMMERCIAL FILM DIRECTOR

Creative Vision Agency

2016 - Present

- Directed high-profile commercials for leading global brands, enhancing brand visibility.
- Collaborated with creative teams to develop concepts that align with client goals.
- Managed production timelines and budgets, ensuring efficient resource allocation.
- Utilized consumer insights to inform storytelling strategies and visual execution.
- Oversaw post-production processes, including editing and sound design.
- Engaged with clients to present concepts and gather feedback throughout production.

ASSISTANT COMMERCIAL DIRECTOR

Brand Builders Co.

2014 - 2016

- Assisted in directing commercials aimed at maximizing audience engagement.
- Coordinated with production teams to ensure seamless execution of projects.
- Conducted market research to identify trends and inform creative direction.
- Facilitated communication between clients and creative teams to align expectations.
- Contributed to the editing process to enhance narrative flow and visual impact.
- Participated in brainstorming sessions to generate innovative commercial concepts.