



MICHAEL ANDERSON

Commercial Film Instructor

Experienced Film Making Trainer with a focus on commercial filmmaking and marketing strategies. Combines a solid foundation in film production with insights into the business aspects of the film industry. Skilled in teaching students how to navigate the complexities of creating commercially viable content. Recognized for developing curricula that blend practical filmmaking with marketing principles.

WORK EXPERIENCE

Commercial Film Instructor

2020-2023

Media Arts Institute

- Developed and taught courses on commercial filmmaking and marketing strategies.
- Guided students through the production process of creating promotional content.
- Utilized case studies to analyze successful marketing campaigns in film.
- Facilitated workshops on pitching ideas to potential investors.
- Organized networking events with industry professionals.
- Evaluated student projects based on commercial viability and creativity.

Production Manager

2019-2020

Creative Media Productions

- Managed production schedules and budgets for commercial projects.
- Coordinated with clients to ensure alignment with project goals.
- Oversaw the post-production process to meet deadlines.
- Conducted market research to inform creative direction.
- Built and maintained relationships with vendors and freelancers.
- Presented project outcomes to stakeholders for evaluation.

ACHIEVEMENTS

- Led a student team to create a viral marketing campaign for a local brand.
- Recognized with the 'Excellence in Teaching Award' in 2020.
- Published articles on commercial filmmaking in industry publications.

CONTACT

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San Francisco, CA

EDUCATION

Bachelor of Arts in Film and Media Studies

University of Texas
Austin

SKILLS

- Commercial Filmmaking
- Marketing Strategies
- Project Management
- Curriculum Development
- Networking
- Creative Direction

LANGUAGES

- English
- Spanish
- French