



Michael ANDERSON

LEAD GAFFER

Strategic Gaffer with a distinguished career in the commercial advertising sector, recognized for delivering high-impact visual solutions that align with brand narratives. Expertise in collaborating with creative teams to develop innovative lighting concepts that enhance product presentation and storytelling. Proven ability to manage multiple projects simultaneously while adhering to strict deadlines and budget constraints.

CONTACT

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SKILLS

- Commercial Advertising
- Lighting Design
- Team Management
- Client Collaboration
- Technical Proficiency
- Safety Standards

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN ADVERTISING,
UNIVERSITY OF CALIFORNIA, LOS
ANGELES, 2013**

ACHIEVEMENTS

- Recognized for Best Lighting at the National Advertising Awards, 2020.
- Increased client satisfaction ratings by 35% through innovative lighting solutions.
- Successfully managed lighting for a high-profile campaign that boosted brand visibility significantly.

WORK EXPERIENCE

LEAD GAFFER

Brilliant Ads Agency

2020 - 2025

- Designed and implemented lighting strategies for over 50 commercial shoots, enhancing visual appeal and brand messaging.
- Collaborated with creative directors to ensure alignment between lighting and overall project vision.
- Managed a team of technicians, ensuring efficient workflow and adherence to production schedules.
- Conducted site visits to assess lighting needs and develop tailored solutions for each project.
- Utilized advanced lighting technologies, including color gels and programmable fixtures, to achieve desired effects.
- Trained new staff on best practices for lighting setup and safety protocols.

GAFFER

Creative Concepts Productions

2015 - 2020

- Executed lighting designs for various promotional videos and advertisements, ensuring high production quality.
- Collaborated with production teams to develop innovative lighting solutions that met client specifications.
- Maintained equipment and ensured readiness for shoots, reducing downtime.
- Participated in brainstorming sessions to contribute lighting ideas that enhanced creative concepts.
- Monitored safety standards during lighting setups and operations.
- Provided technical support during shoots to resolve any lighting-related issues.