



MICHAEL ANDERSON

Digital Event Producer

Innovative Live Event Producer with a robust background in digital event production and hybrid experiences, merging physical and virtual elements to create engaging and interactive events. Skilled in utilizing technology to enhance attendee experiences and foster connectivity in a digital landscape. Proven ability to manage budgets, coordinate logistics, and lead diverse teams in the execution of complex events.

WORK EXPERIENCE

Digital Event Producer

2020-2023

Tech Events Agency

- Produced over 40 hybrid events, integrating live and virtual components.
- Managed budgets and logistics for events with a focus on technological innovation.
- Collaborated with tech teams to enhance event interactivity and engagement.
- Executed marketing campaigns that increased online attendance by 60%.
- Led a team of 10 to ensure seamless event execution.
- Conducted post-event analytics to gauge success and areas for improvement.

Event Production Assistant

2019-2020

Virtual Experience Co.

- Assisted in the planning and execution of virtual events.
- Coordinated technical setups and ensured equipment functionality.
- Managed attendee registrations and communication.
- Conducted research on emerging digital event trends.
- Developed marketing materials to promote online events.
- Facilitated feedback collection to improve future digital experiences.

ACHIEVEMENTS

- Increased engagement in hybrid events by 50% through innovative formats.
- Recognized for excellence in digital event production by industry awards in 2023.
- Successfully launched a new virtual event series that attracted over 10,000 participants.

CONTACT

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EDUCATION

Bachelor of Arts in Digital Media

University of Technology

2016

SKILLS

- digital event production
- hybrid experiences
- technology integration
- budget management
- team collaboration
- analytics

LANGUAGES

- English
- Spanish
- French