

# MICHAEL ANDERSON

Social Media Motion Designer

- San Francisco, CA
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Resourceful Motion Designer with a focus on creating engaging animations for social media and digital marketing campaigns. Skilled in blending creativity with analytical insights to develop content that drives audience interaction and brand awareness. Proven success in utilizing a variety of animation techniques to deliver high-quality visual content that meets client objectives.

## WORK EXPERIENCE

### Social Media Motion Designer | Buzz Media Agency

Jan 2022 – Present

- Developed animated content for social media platforms, achieving a 50% increase in engagement rates.
- Collaborated with marketing teams to create visually appealing promotional materials.
- Utilized analytics to inform design decisions and optimize content performance.
- Created dynamic animations that enhanced brand storytelling across digital channels.
- Engaged in peer reviews to provide constructive feedback and enhance design quality.
- Maintained project timelines and deliverables, ensuring efficiency.

### Motion Designer | Digital Creatives

Jul 2019 – Dec 2021

- Produced animations for marketing campaigns that increased brand visibility by 40%.
- Worked closely with clients to understand their vision and project goals.
- Utilized Adobe After Effects and Illustrator to create high-quality graphics.
- Conducted market research to inform design strategies and enhance relevance.
- Participated in design critiques to promote a culture of continuous improvement.
- Maintained organized project files and documentation for future reference.

## SKILLS

Social Media Animation

Digital Marketing

Adobe Creative Suite

Brand Awareness

Team Collaboration

Performance Analytics

## EDUCATION

### Bachelor of Science in Animation

2015 – 2019

University of Arts

## ACHIEVEMENTS

- Achieved 'Best Social Media Campaign' award at the Digital Marketing Awards 2023.
- Increased audience engagement metrics through innovative design solutions.
- Recognized for outstanding contributions to team projects and collaboration.

## LANGUAGES

English

Spanish

French