



MICHAEL ANDERSON

Event Music Consultant

Dynamic music consultant with significant expertise in event management and live performance coordination. Known for orchestrating memorable musical events that captivate audiences and enhance brand experiences. Proficient in managing logistics, budgets, and artist relationships to ensure seamless event execution. Demonstrates a strong ability to negotiate contracts and secure top-tier talent for various events.

CONTACT

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EDUCATION

Bachelor of Arts in Event Management

University of Central Florida
2016-2020

SKILLS

- Event Management
- Live Performance Coordination
- Budgeting
- Contract Negotiation
- Audience Engagement
- Logistics Management

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Event Music Consultant

2020-2023

Live Nation Entertainment

- Coordinated over 100 live music events, ensuring flawless execution.
- Negotiated contracts with artists and vendors to optimize event budgets.
- Developed event concepts that increased audience attendance by 40%.
- Managed on-site logistics, including sound and stage setup.
- Collaborated with marketing teams to promote events effectively.
- Conducted post-event evaluations to gather feedback for future improvements.

Consultant

2019-2020

Epic Events

- Designed and executed large-scale music festivals and concerts.
- Established partnerships with sponsors to enhance event funding.
- Oversaw artist management and hospitality arrangements for performances.
- Developed promotional materials that generated buzz prior to events.
- Managed event timelines to ensure adherence to schedules.
- Evaluated event success through audience surveys and feedback analysis.

ACHIEVEMENTS

- Successfully increased event attendance by 50% through targeted marketing.
- Recognized for excellence in event management by the Event Planning Association.
- Secured a major sponsorship deal for a national music festival.