



# MICHAEL ANDERSON

Event Music Programmer

Versatile Music Programmer with a rich background in live music events and digital content creation. Expertise in curating music experiences that connect with audiences on an emotional level. Proven ability to analyze audience feedback and adapt programming to meet their preferences. Strong organizational skills complemented by a creative approach to problem-solving.

## CONTACT

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- San Francisco, CA

## EDUCATION

### Bachelor of Fine Arts in Music

California Institute of the Arts  
2016-2020

## SKILLS

- Event Management
- Digital Content Creation
- Audience Engagement
- Logistics Coordination
- Social Media Strategy
- Artist Collaboration

## LANGUAGES

- English
- Spanish
- French

## WORK EXPERIENCE

### Event Music Programmer

2020-2023

Festival Sounds

- Designed and executed music programming for large-scale festivals, enhancing attendee experience.
- Collaborated with artists to create unique live performances that resonated with diverse audiences.
- Managed logistics for event production, ensuring smooth operations and audience satisfaction.
- Engaged with festival-goers to gather feedback and enhance future programming.
- Coordinated with marketing teams to maximize event promotion and attendance.
- Utilized social media to create buzz and connect with potential attendees.

### Music Content Creator

2019-2020

SoundWave Productions

- Produced engaging music content for various digital platforms, attracting a diverse audience.
- Curated playlists that highlighted emerging artists, increasing their exposure by 30%.
- Collaborated with marketing teams to develop promotional strategies for music content.
- Analyzed audience metrics to refine content strategies and improve engagement.
- Conducted interviews with artists to provide insights into their creative processes.
- Participated in live streaming events to connect with audiences in real-time.

## ACHIEVEMENTS

- Increased festival attendance by 50% through innovative programming.
- Recognized for outstanding event execution at the National Festival Awards 2023.
- Developed a music mentorship program that supports local artists.