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EXPERTISE SKILLS

- music supervision
- brand alignment
- licensing negotiation
- audience analytics
- project management
- cross-functional collaboration

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Music Business, New York University

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

LEAD MUSIC SUPERVISOR

Accomplished music supervisor with extensive experience in the realm of advertising and brand partnerships, recognized for innovative approaches to music placement. With over nine years in the industry, this professional has successfully overseen music supervision for numerous high-profile commercial campaigns, creating compelling audio-visual experiences that resonate with consumers. Demonstrated expertise in aligning music choices with brand messaging, ensuring maximum impact and memorability.

PROFESSIONAL EXPERIENCE

AdSync Media

Mar 2018 - Present

Lead Music Supervisor

- Directed music placement for over 100 commercials, enhancing brand narratives.
- Negotiated licensing terms with artists and rights holders, optimizing campaign budgets.
- Collaborated with creative directors to align music with advertising goals.
- Utilized analytics to gauge audience reactions, refining music choices accordingly.
- Mentored junior supervisors, fostering a collaborative learning environment.
- Developed strategic partnerships with music labels for exclusive content access.

Creative Ad Agency

Dec 2015 - Jan 2018

Music Supervisor

- Curated soundtracks for various advertising campaigns, enhancing emotional engagement.
- Conducted market research to identify trending music genres for commercial use.
- Managed music licensing processes, ensuring compliance and timely execution.
- Worked closely with sound engineers to ensure high-quality audio production.
- Presented music strategies to clients, aligning with their brand vision.
- Coordinated with legal teams to secure rights for commercial use.

ACHIEVEMENTS

- Achieved a 25% increase in client satisfaction through innovative music strategies.
- Recognized as the 'Best Music Supervisor' by the Advertising Music Awards in 2020.
- Successfully placed music in a campaign that won a Clio Award for creativity.