



MICHAEL ANDERSON

DIGITAL MEDIA CONSULTANT

PROFILE

Accomplished Performing Arts Consultant specializing in the intersection of technology and arts, with a robust background in digital media integration within traditional performance contexts. Extensive experience in advising performing arts organizations on leveraging digital tools to enhance audience reach and engagement. Proven expertise in curating innovative programs that bridge the gap between live performances and virtual experiences.

EXPERIENCE

DIGITAL MEDIA CONSULTANT

TechArts Solutions

2016 - Present

- Advised performing arts organizations on digital transformation strategies.
- Implemented virtual performance platforms that increased audience accessibility by 60%.
- Developed training programs for artists on digital content creation.
- Analyzed audience data to inform marketing strategies and improve engagement.
- Collaborated with tech companies to enhance production quality through innovative tools.
- Facilitated discussions on digital rights management within the performing arts sector.

PROGRAM CURATOR

Innovative Arts Festival

2014 - 2016

- Curated a festival program that integrated live and digital performances.
- Negotiated partnerships with tech firms to sponsor digital initiatives.
- Oversaw the production of virtual reality experiences for festival attendees.
- Utilized social media analytics to drive promotional campaigns.
- Engaged with diverse communities to broaden festival participation.
- Managed a cross-disciplinary team to execute festival logistics efficiently.

CONTACT

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SKILLS

- digital transformation
- audience analytics
- program curation
- virtual performance
- community engagement
- partnership development

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF FINE ARTS IN THEATRE,
DIGITAL ARTS MINOR, CREATIVE
UNIVERSITY, 2015

ACHIEVEMENTS

- Successfully launched the first fully virtual arts festival, attracting over 100,000 viewers.
- Recipient of the 'Innovator Award' by the Digital Arts Association in 2022.
- Increased festival sponsorship revenue by 40% through strategic partnerships.