



MICHAEL ANDERSON

Marketing Print Production Manager

Dynamic Print Production Specialist with a solid foundation in marketing and communications, coupled with extensive experience in print production management. Demonstrates a unique ability to integrate marketing strategies with print production processes, ensuring that promotional materials effectively reach target audiences. Known for a strategic approach to project management, balancing creativity with operational efficiency.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Marketing
University of Marketing
2016

SKILLS

- Marketing Integration
- Project Coordination
- Budget Management
- Vendor Relations
- Production Scheduling
- Quality Control

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Marketing Print Production Manager

2020-2023

Strategic Print Group

- Managed print production for marketing campaigns, ensuring alignment with brand messaging.
- Coordinated with marketing teams to develop effective print collateral.
- Oversaw budget management for multiple projects, ensuring cost-effective solutions.
- Established vendor relationships to secure high-quality materials at competitive prices.
- Implemented production schedules that optimized workflow and efficiency.
- Provided creative input to enhance the visual appeal of printed materials.

Print Production Associate

2019-2020

Print and More

- Supported the production team in executing print jobs efficiently and accurately.
- Assisted in the preparation of print files, ensuring compliance with specifications.
- Monitored print quality throughout the production process, making adjustments as needed.
- Maintained equipment and ensured proper functioning for optimal production.
- Documented production processes and outcomes for quality assurance.
- Participated in team meetings to discuss project updates and improvements.

ACHIEVEMENTS

- Successfully managed a campaign that resulted in a 25% increase in client engagement.
- Recognized for outstanding performance with a company award in 2020.
- Achieved a 30% reduction in production costs through strategic vendor negotiations.