



MICHAEL ANDERSON

JUNIOR SPORTS AGENT

PROFILE

Accomplished professional sports agent with a focus on emerging talent in the sports industry. Expertise in identifying and nurturing potential future stars while maximizing their marketability and career longevity. Adept at negotiating contracts that reflect the true value of athletes, ensuring they receive opportunities that align with their career aspirations. Strong background in digital marketing and social media strategies, enhancing athlete profiles and audience engagement.

EXPERIENCE

JUNIOR SPORTS AGENT

NextGen Sports Agency

2016 - Present

- Assisted in contract negotiations for up-and-coming athletes.
- Implemented social media campaigns to increase athlete engagement.
- Collaborated with marketing teams to enhance client visibility.
- Conducted talent scouting and evaluation for potential signings.
- Managed event logistics for client appearances and endorsements.
- Maintained up-to-date knowledge of sports trends and market demands.

TALENT SCOUT

Future Stars Agency

2014 - 2016

- Scouted high school and collegiate athletes for potential representation.
- Evaluated athletic performance and market potential of prospects.
- Established relationships with coaches and sports organizations.
- Provided insights on athlete development and career trajectory.
- Created reports on market trends affecting athlete recruitment.
- Organized workshops for athletes on personal branding and marketing.

CONTACT

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SKILLS

- negotiation
- talent scouting
- digital marketing
- social media strategy
- athlete development
- event management

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF BUSINESS
ADMINISTRATION, SPORTS
MANAGEMENT, UNIVERSITY OF
FLORIDA**

ACHIEVEMENTS

- Identified and signed three athletes who became All-Stars within two years.
- Increased agency's client base by 40% through strategic recruiting.
- Secured multiple media features for clients, enhancing their public profiles.