MA

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📍 San Francisco, CA

🌐 www.michaelanderson.com

SKILLS

- Trade Publishing
- Marketing Strategy
- Data Analytics
- Project Management
- Author Relations
- Social Media Marketing

EDUCATION

BACHELOR OF ARTS IN MARKETING, NEW YORK UNIVERSITY

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased market share by 20% through innovative marketing strategies.
- Received 'Best Marketing Campaign' award for a successful book launch.
- Expanded distribution channels, resulting in a 30% increase in retail sales.

Michael Anderson

TRADE PUBLISHING MANAGER

Strategic Publishing Manager with a strong background in trade publishing and marketing. Highly skilled in developing and executing comprehensive marketing strategies that drive book sales and enhance brand recognition. Extensive experience in managing the full lifecycle of publishing projects from concept to execution, ensuring alignment with market trends and consumer preferences.

EXPERIENCE

TRADE PUBLISHING MANAGER

Market Leaders Publishing

2016 - Present

- Developed marketing campaigns that increased book sales by 45% year-over-year.
- Managed a portfolio of over 50 titles, ensuring timely and cost-effective production.
- Utilized data analytics to inform marketing strategies and improve customer targeting.
- Collaborated with sales teams to optimize retail partnerships and distribution.
- Negotiated contracts with authors and agents to secure high-profile titles.
- Conducted market research to identify emerging trends and reader preferences.

MARKETING COORDINATOR

Readers' Choice Publishing

2014 - 2016

- Assisted in the development of marketing materials for new book launches.
- Coordinated author tours and events to promote new releases.
- Maintained social media accounts to engage with readers and promote titles.
- Conducted surveys to gather reader feedback on marketing initiatives.
- Supported sales efforts by providing market insights and analysis.
- Tracked marketing budgets and expenditures to ensure cost-effectiveness.