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www.michaelanderson.com

SKILLS

- Sound Branding
- Marketing Collaboration
- Audio Production
- Market Research
- Client Relationship Management
- Creative Strategy

EDUCATION

**BACHELOR OF ARTS IN MUSIC
PRODUCTION, BERKLEE COLLEGE OF
MUSIC**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Recognized with a Clío Award for Best Sound Design in Advertising.
- Increased brand recall for clients by 35% through effective sound branding strategies.
- Produced a commercial that won 'Best Audio' at the Advertising Awards 2022.

Michael Anderson

SOUND BRANDING SPECIALIST

Strategic Sound Designer with extensive experience in sound branding and advertising, dedicated to creating memorable auditory identities for diverse brands. Over 8 years of experience in developing soundscapes that resonate with target audiences, enhancing brand recall and customer engagement. Expertise in collaborating with marketing teams to integrate sound design into advertising campaigns effectively.

EXPERIENCE

SOUND BRANDING SPECIALIST

BrandSound Agency

2016 - Present

- Developed sound branding strategies for over 50 brands, enhancing auditory identity.
- Collaborated with creative teams to integrate sound design into marketing campaigns.
- Conducted market research to identify audio preferences and trends.
- Executed sound production for commercials, ensuring alignment with brand messaging.
- Managed client relationships, delivering tailored sound solutions that met specific needs.
- Presented sound concepts to stakeholders, securing buy-in for innovative ideas.

AUDIO PRODUCER

Creative Media Group

2014 - 2016

- Produced audio content for advertising campaigns, ensuring high-quality sound output.
- Collaborated with directors and copywriters to create compelling audio narratives.
- Executed sound mixing for various media formats, maintaining brand consistency.
- Conducted client briefings to align audio production with marketing objectives.
- Trained junior producers in sound design techniques and software applications.
- Developed audio asset libraries to streamline project workflows.