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## EXPERTISE SKILLS

- Digital Analytics
- Audience Insights
- Graphic Design
- Google Analytics
- Content Development
- Social Media Strategy

## LANGUAGES

- English
- Spanish
- French

## CERTIFICATION

- Bachelor of Science in Digital Media, University of Southern California

## REFERENCES

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## DIGITAL SPORTS ANALYST

Innovative Sports Media Analyst with a robust background in digital media and a keen eye for emerging trends in sports analytics. Over five years of experience in the industry, focusing on integrating advanced technology with sports data to improve viewer engagement and content relevance. Proven ability to harness social media analytics and audience insights to drive strategic content development.

## PROFESSIONAL EXPERIENCE

### **CBS Sports**

*Mar 2018 - Present*

Digital Sports Analyst

- Analyzed audience engagement data to inform digital content strategies.
- Developed interactive infographics to visualize sports statistics for online audiences.
- Collaborated with marketing teams to enhance promotional campaigns using data insights.
- Utilized Google Analytics to track content performance and user behavior.
- Produced weekly content reports highlighting key performance indicators.
- Engaged with fans through social media to gather feedback on content preferences.

### **NBC Sports**

*Dec 2015 - Jan 2018*

Sports Data Intern

- Assisted in compiling data sets for player performance analysis.
- Conducted research on audience demographics for content targeting.
- Supported senior analysts in preparing data visualizations for reports.
- Participated in brainstorming sessions for innovative content ideas.
- Utilized Excel for data entry and preliminary analysis.
- Gained exposure to the operational aspects of sports media analytics.

## ACHIEVEMENTS

- Developed a viral content campaign that increased site traffic by 60%.
- Recognized for excellence in data visualization at the National Sports Media Association.
- Contributed to a project that received a Silver Telly Award for digital excellence.