



Michael ANDERSON

SPORTS STREAMING DIRECTOR

Strategic and results-oriented Sports Streaming Producer with a focus on maximizing viewer engagement through innovative content strategies. Rich experience in managing live and recorded sports productions, utilizing a comprehensive understanding of audience analytics to drive programming decisions. Recognized for exceptional leadership capabilities, guiding teams to achieve operational excellence while fostering a culture of creativity.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Strategy Development
- Cross-Functional Leadership
- Data-Driven Decisions
- Audience Analytics
- Content Promotion
- Streaming Technologies

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF SCIENCE IN DIGITAL
MEDIA, NEW YORK UNIVERSITY**

ACHIEVEMENTS

- Recipient of the 'Excellence in Sports Broadcasting' award in 2021.
- Increased viewership by 50% for a flagship sports series through targeted content initiatives.
- Successfully launched an interactive viewer engagement platform, resulting in 30,000 active users within the first month.

WORK EXPERIENCE

SPORTS STREAMING DIRECTOR

Elite Sports Network

2020 - 2025

- Directed the production of live sports events, achieving a 40% increase in viewer engagement.
- Utilized data analytics to refine programming strategies, resulting in a 25% increase in audience retention.
- Managed a cross-functional team, ensuring seamless collaboration across departments.
- Implemented innovative streaming solutions that improved broadcast reliability.
- Developed partnerships with digital platforms to expand audience reach.
- Conducted post-event analyses to identify areas for improvement in future broadcasts.

PRODUCER

Worldwide Sports Network

2015 - 2020

- Produced engaging content for live sports coverage, enhancing brand visibility.
- Collaborated with marketing teams to design promotional strategies for broadcasts.
- Managed production timelines and budgets, delivering projects on schedule.
- Conducted interviews and built relationships with athletes for authentic storytelling.
- Implemented viewer feedback systems, achieving a 15% increase in engagement.
- Coordinated with technical teams to ensure high-quality streaming experiences.