



Michael ANDERSON

SPORTS TALENT MANAGER

Accomplished Sports Talent Manager with a robust background in athlete representation, contract negotiation, and brand development. Renowned for establishing effective marketing strategies that enhance athlete visibility and engagement with target audiences. Expertise in navigating the complexities of the sports industry, providing clients with unparalleled support and guidance throughout their careers. Proficient in utilizing data-driven insights to inform decision-making processes and enhance athlete performance.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Athlete Representation
- Brand Development
- Marketing Strategy
- Performance Analysis
- Relationship Management
- Event Coordination

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN SPORTS
MANAGEMENT, UNIVERSITY OF
NORTH CAROLINA, 2017**

ACHIEVEMENTS

- Increased client sponsorship revenue by 45% through targeted marketing initiatives.
- Recognized as 'Emerging Talent Manager of the Year' by Sports Management Association in 2023.
- Successfully organized a charity event that raised over \$100,000 for athlete development programs.

WORK EXPERIENCE

SPORTS TALENT MANAGER

Victory Sports Group

2020 - 2025

- Managed end-to-end athlete representation, from contract negotiations to personal branding.
- Secured sponsorship deals that increased client visibility by 50% within one year.
- Conducted performance analysis and career development workshops for athletes.
- Collaborated with marketing teams to create impactful promotional content for clients.
- Developed long-term career strategies that aligned with clients' personal goals.
- Maintained strong communication with athletes, providing ongoing support throughout their careers.

ATHLETE RELATIONS COORDINATOR

NextGen Sports Agency

2015 - 2020

- Supported senior management in athlete representation and contract negotiations.
- Assisted in developing marketing strategies that enhanced athlete public profiles.
- Coordinated athlete participation in community events and sponsorship engagements.
- Tracked industry trends to inform athlete development programs.
- Provided administrative support during contract negotiations and athlete meetings.
- Facilitated communication between athletes and management to ensure alignment on goals.