



# MICHAEL ANDERSON

## SENIOR SPORTS VIDEOGRAPHER

### PROFILE

Innovative Sports Videographer with a robust portfolio of high-quality video content creation for professional sports leagues. Expertise in leveraging advanced cinematography techniques and drone technology to produce visually stunning and engaging sports narratives. Possesses a strong background in collaborating with marketing teams to align video content with brand messaging and promotional campaigns.

### EXPERIENCE

#### SENIOR SPORTS VIDEOGRAPHER

##### Professional Football League

2016 - Present

- Produced over 100 high-definition game recaps, contributing to fan engagement initiatives.
- Implemented drone footage to enhance broadcast quality, resulting in a 20% increase in viewership.
- Developed collaborative relationships with marketing to create promotional video campaigns.
- Conducted post-production analysis to optimize video performance based on viewer feedback.
- Mentored junior videographers, enhancing team skill sets and production quality.
- Managed tight deadlines during high-pressure game days, ensuring timely delivery of content.

#### VIDEOGRAPHER

##### Local Sports Channel

2014 - 2016

- Filmed live broadcasts of various local sports events, enhancing community engagement.
- Edited and produced weekly highlights, resulting in a 15% increase in audience ratings.
- Collaborated with sports analysts to integrate statistical insights into video content.
- Managed and maintained video equipment, ensuring operational efficiency.
- Participated in brainstorming sessions to develop innovative content strategies.
- Produced behind-the-scenes content that enhanced viewer connection with athletes.

### CONTACT

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### SKILLS

- cinematography
- drone operation
- video editing
- content strategy
- team collaboration
- analytics

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF SCIENCE IN DIGITAL MEDIA, FULL SAIL UNIVERSITY, 2017

### ACHIEVEMENTS

- Recipient of the Silver Telly Award for excellence in sports video production in 2022.
- Increased video engagement metrics by 35% through targeted promotional strategies.
- Successfully launched a viral video campaign that reached over 1 million views.