



MICHAEL ANDERSON

DIGITAL TELEVISION PRODUCER

PROFILE

Innovative television producer with extensive experience in digital content creation and audience engagement strategies. Known for pioneering hybrid programming that integrates traditional broadcasting with online platforms, successfully attracting diverse demographics. Expertise in leveraging analytics to inform production decisions and optimize viewer retention. Proven ability to lead teams in fast-paced environments while adhering to tight deadlines and budget constraints.

EXPERIENCE

DIGITAL TELEVISION PRODUCER

NextGen Media

2016 - Present

- Developed and produced interactive web series that increased online viewership by 50%.
- Utilized data analytics to tailor content to audience preferences, resulting in higher engagement rates.
- Collaborated with social media teams to promote content across platforms, enhancing brand presence.
- Managed a cross-functional team of creatives, ensuring alignment with project goals and timelines.
- Executed live-streaming events that attracted over 100,000 viewers, significantly boosting brand visibility.
- Conducted audience feedback sessions to inform future programming strategies and enhancements.

ASSOCIATE PRODUCER

Innovative Productions

2014 - 2016

- Supported the production of reality television series, coordinating logistics and schedules.
- Assisted in the development of show concepts that resonated with target audiences.
- Engaged with on-screen talent to ensure alignment with production vision and goals.
- Utilized editing software to produce promotional materials, enhancing viewer interest.
- Conducted market research to identify trends and inform programming decisions.
- Facilitated communication between departments to streamline production processes.

CONTACT

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SKILLS

- Digital Content Creation
- Audience Engagement
- Data Analytics
- Team Collaboration
- Budget Management
- Live Production

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF FINE ARTS IN TELEVISION PRODUCTION, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Recognized as a finalist for the Digital Content Awards in 2022.
- Increased social media followers by 60% through targeted engagement strategies.
- Produced a series that received a 4.5-star rating on major streaming platforms.