



Michael ANDERSON

TYPESETTING MANAGER

Resourceful Typesetting Specialist with a strong background in marketing communications, adept at creating visually compelling typeset materials that effectively convey brand messages. Extensive experience collaborating with marketing teams to produce promotional materials, brochures, and digital content that align with corporate identity. Proven ability to work under pressure and manage tight deadlines while maintaining high standards of quality.

CONTACT

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SKILLS

- Adobe Illustrator
- Adobe InDesign
- marketing communications
- project management
- creativity
- brand strategy

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING COMMUNICATIONS, COLLEGE OF MARKETING, 2015

ACHIEVEMENTS

- Led a typesetting project that won the 'Best Marketing Campaign' award at the National Marketing Awards.
- Increased efficiency in typesetting processes, resulting in a 30% reduction in production time.
- Developed a typesetting guide that became the standard reference for the marketing team.

WORK EXPERIENCE

TYPESETTING MANAGER

Visionary Marketing Group

2020 - 2025

- Managed typesetting projects for a wide range of marketing materials, ensuring alignment with brand standards.
- Collaborated with marketing teams to develop layouts that effectively communicate promotional messages.
- Utilized Adobe Illustrator to create graphics that complement typeset documents.
- Conducted market research to inform design choices and enhance audience engagement.
- Supervised junior designers, providing mentorship and guidance on typesetting techniques.
- Achieved a 35% increase in client satisfaction ratings through improved typesetting quality.

TYPESETTER

Creative Solutions Agency

2015 - 2020

- Created typeset materials for print and digital campaigns, adhering to client specifications.
- Worked closely with graphic designers to ensure cohesive branding across all materials.
- Managed multiple projects simultaneously, meeting tight deadlines without compromising quality.
- Reviewed and revised typeset documents based on client feedback, ensuring satisfaction.
- Implemented new typesetting workflows that improved efficiency by 20%.
- Participated in brainstorming sessions to generate innovative ideas for marketing campaigns.