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## **EXPERTISE SKILLS**

- Commercial Production
- Client Relations
- Budget Management
- Team Coordination
- Project Management
- Creative Collaboration

## **LANGUAGES**

- English
- Spanish
- French

## **CERTIFICATION**

- Bachelor of Arts in Advertising, University of Florida

## **REFERENCES**

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## UNIT PRODUCTION MANAGER

Strategic and innovative Unit Production Manager with a solid background in commercial advertising production. Recognized for a unique ability to blend creativity with operational excellence, ensuring that projects not only meet but exceed client expectations. Extensive experience in managing budgets, timelines, and teams, with a focus on delivering high-quality content that drives brand engagement.

## **PROFESSIONAL EXPERIENCE**

### **Creative Media Agency**

*Mar 2018 - Present*

#### Unit Production Manager

- Led production teams on over 100 commercial projects, consistently meeting tight deadlines.
- Managed project budgets averaging \$1 million, ensuring fiscal responsibility and transparency.
- Developed and implemented innovative production strategies that improved client satisfaction by 30%.
- Collaborated closely with creative directors to align production capabilities with brand objectives.
- Utilized advanced project management tools to optimize workflows and enhance communication.
- Trained and mentored junior production staff, fostering professional growth.

### **Visionary Advertising**

*Dec 2015 - Jan 2018*

#### Production Assistant

- Assisted in the coordination of commercial shoots, contributing to pre-production planning.
- Managed on-set logistics, ensuring a smooth production process.
- Communicated with vendors to secure necessary equipment and materials.
- Maintained production schedules and budgets, reporting discrepancies to management.
- Facilitated team meetings to discuss project progress and address challenges.
- Documented production processes, contributing to a repository of best practices.

## **ACHIEVEMENTS**

- Awarded Best Commercial Production at the AdAge Awards 2022.
- Increased client retention by 25% through exceptional service delivery.
- Successfully executed a high-profile campaign that boosted brand engagement by 40%.