



MICHAEL ANDERSON

Marketing Video Editor

Strategic Video Editor with extensive experience in promotional and marketing video production. Proficient in creating visually appealing content that aligns with brand identity and marketing goals. Demonstrated success in increasing brand awareness through targeted video campaigns. Strong analytical skills, utilizing data-driven insights to inform editing decisions and optimize content for audience engagement.

WORK EXPERIENCE

Marketing Video Editor

2020-2023

Brand Vision Agency

- Developed over 150 marketing videos that contributed to a 60% increase in brand engagement.
- Utilized Adobe Premiere Pro and After Effects to create compelling visual content.
- Analyzed audience data to tailor video content to target demographics.
- Collaborated with creative teams to ensure alignment with marketing strategies.
- Executed rapid edits for real-time marketing opportunities.
- Maintained an organized digital asset library for efficient project management.

Video Production Intern

2019-2020

Creative Innovations

- Assisted in the production of promotional videos and advertisements.
- Supported editing teams in preparing content for various platforms.
- Learned to utilize video editing software to enhance visual quality.
- Participated in team meetings to brainstorm creative concepts.
- Helped maintain project timelines and deliverables.
- Contributed to the design of marketing collateral for video campaigns.

ACHIEVEMENTS

- Achieved a 70% increase in viewer engagement through targeted video content.
- Recognized as 'Top Performer' for outstanding contributions to marketing projects.
- Developed a video series that significantly boosted brand visibility.

CONTACT

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EDUCATION

Bachelor of Arts in Media Production

University of Florida
2016-2020

SKILLS

- Adobe Premiere Pro
- marketing strategies
- audience analytics
- creative collaboration
- video production
- project management

LANGUAGES

- English
- Spanish
- French