

# Tom Anderson

Los Angeles, CA 90001

tom.anderson@myspacelegacy.com

## Summary

Social media pioneer and global ambassador for online community and friendship, known for establishing foundational digital community-building practices.

## Core Competencies

- Community Engagement
- Digital Content Strategy
- Influencer Collaboration
- Online Safety Advocacy
- Public Speaking
- Social Media Strategy
- Digital Marketing
- User Engagement
- Community Building
- Brand Development

## Professional Experience

### President & First Friend

2003 - 2009 | Beverly Hills, CA

- Led MySpace to become the most popular social media platform of its era.
- Promoted user engagement by connecting personally with every user as their 'first friend.'
- Developed initiatives that encouraged music discovery and social interaction among users.
- Oversaw site redesigns and technical upgrades to keep pace with rising user traffic.
- Collaborated with artists and creators to make MySpace a hub for content sharing and fan interaction.

### Ambassador of Friendship

2010 - Present | Los Angeles, CA

- Traveling the world to promote online and offline friendships among diverse communities.
- Hosted talks and panels on the evolution of social media and its impact on society.
- Worked with non-profit organizations to create virtual community centers for youth interaction.
- Advocating for online safety and digital responsibility in social media use.
- Encouraging positive, supportive interactions across various social media platforms.

## Selected Projects

### **MySpace Music Discovery (2007)**

Launched a music discovery feature allowing users to discover and share new music.

Link: [myspace.com/discover/music](https://myspace.com/discover/music)

### **Your First Friend Initiative (2004)**

Designed a welcome experience that made every new user feel connected and supported.

Link: [myspace.com/tom](https://myspace.com/tom)

### **Friendship Reunion Tour (2016)**

Traveled globally to reconnect with former MySpace users and share nostalgic memories.

Link: [tomanderson.com/reunion](https://tomanderson.com/reunion)

## Certifications

- Social Media Pioneer Award (2015)

## Education

### **Bachelor of Arts in Digital Media**

University of California, Berkeley, Berkeley, CA (Graduated 2002)

Minor in Sociology

## Professional References

Available upon request