



# Melissa Anderson

Creative Producer skilled at guiding large-scale, integrated media production. Ensure project success by setting viable budgets and expertly allocating resources in a high-pressure environment.

## Professional Experience

### Producer

OPQ Studios, Miami, FL 2018 to Present

- ◆ Coordinate a 11 project schedules, objectives, and stakeholders
- Control and execute production budgets worth up to \$800K
- Assembled and motivated high-performing groups of photographers and illustrators
- Effectively addressed various production challenges caused by the Covid-19 pandemic in 2020
- Established new content development practices that shaved -4 days off average production timeline

### Producer

Freelance, Miami, FL 2017 to 2018

Client One

Client Two

Client Three

- Organized video and photo shoots for three high-profile client publications
- streamlined a client's process for managing photo shoots in remote locations, decreasing related travel expenses by 11%

### Producer

PQR Group Inc., Miami, FL 2015 to 2017

- Oversaw a diverse, high-performing team of 20+ creative professionals
- Successfully executed a \$300K+ department budget
- Negotiated new vendor contracts, saving \$80K annually

### Producer

STU Entertainment, Miami, FL 2009 to 2015

- Completed all projects under budget and ahead of schedule
- Continually honed procedures to ensure utmost productivity

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## Education

Education Bachelor of Arts (BA)  
Advertising

University of Florida, Gainesville, FL  
2005-2009

Associate of Arts (AA) Marketing

Miami Dade College, Miami, FL  
2001-2005

### Technical

- \* Adobe Creative Suite
- Capture One
- QuickBooks

## Key Skills

- Budgeting & Cost Accounting
- Content Development
- Cost Reduction & Elimination
- Creative Media Production
- Cross-Functional Collaboration
- Efficiency Improvement
- Personnel Management
- Process Redesign
- Production Scheduling
- Project Management
- stakeholder Relations
- Targeted Resource Allocation
- Team Leadership & Motivation
- Vendor Relations & Negotiations