



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.

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Professional Experience

Producer

OPQ Studios, Miami, FL 2018 to Present

- Coordinate all 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 production quality

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