

MARK ANDERSSON
PRODUCER | VIDEO CONTENT & STRATEGY
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Creative executive producer with 15+ years of experience leading high-impact video and digital media projects for broadcast, corporate, and digital platforms. Expertise in comprehensive video production, branded content, commercial shoots, animation, and multimedia storytelling. Proven ability to increase ROI, optimize production workflows, and lead diverse creative teams. Adept in stakeholder management, post-production supervision, budget forecasting, and content creation.

PROFESSIONAL EXPERIENCE

Freelance Senior Producer

Andersson Media – Nashville, TN | Sep 2023 – Present

- Delivered over 25 end-to-end video projects, including hype and explainer videos, corporate interviews, and digital marketing content across B2B and B2C sectors.
- Increased viewer retention and click-through rates by up to 40% through data-driven storytelling, optimized scripting, and platform-specific content formats.
- Managed all phases of production including scripting, budgeting, casting, scheduling, directing, and post-production.
- Implemented a streamlined post-production workflow that reduced delivery time by 25% using Adobe Premiere Pro and After Effects.
- Collaborated directly with clients, aligning creative direction with brand messaging to maintain a 95%+ satisfaction rate.

Senior Video Producer

Snapshot Interactive – Nashville, TN | Oct 2020 – Sep 2023

- Led over 100+ projects annually, including commercials, motion graphics, testimonial videos, and campaign content for healthcare, financial, manufacturing and tech clients.
- Created scalable production pipelines using tools like Monday.com and Frame.io, resulting in a 30% improvement in delivery timelines.
- Drove profitability improvement by 42% YoY by standardizing scoping procedures and vendor negotiations.
- Supervised production crews and post-production teams including editors, motion designers, and sound engineers.
- Managed video content optimization for social media (YouTube, Instagram, TikTok, LinkedIn), increasing engagement and reach across campaigns.

Senior Producer | Video & Broadcast Content

StagePost Studios – Nashville, TN | Jul 2017 – Feb 2020

- Produced high-volume branded video, virtual training, and webcasts for Fortune 500 clients across education, healthcare, manufacturing, and finance industries.

- Coordinated large-scale productions, overseeing scripting, location scouting, talent booking, budgeting, travel, and timeline adherence.
- Managed a team of post-production professionals, ensuring efficient asset management and brand compliance.
- Integrated analytics feedback into content refinement processes, boosting performance KPIs by 20%.

Multimedia Producer / Project Manager (Contract)

Fivestone Studios – Nashville, TN | Feb 2017 – Jun 2017

- Produced experiential marketing content including interactive AR/VR applications and gamified brand activations using Unity and Unreal Engine.
- Directed cross-functional creative teams and third-party developers, delivering 6 major projects under tight timelines and budgets.

Associate Director, Global Content Development

20th Century Fox Home Entertainment – Century City, CA | 2010 – 2016

- Led creative production and localization of DVD/Blu-ray bonus content, managing budgets from \$25K to \$6M across global territories.
- Delivered over 500 original featurettes and interactive menus, ensuring compatibility and compliance across international markets.
- Collaborated with internal marketing and creative departments and high-profile directors, producers, and talent to produce content for global campaigns.
- Supervised multi-region post-production vendors and QA teams to ensure high-quality media authoring and user experience.

Manager, DVD/Blu-ray Content Production

Universal Studios – Universal City, CA | 2004 – 2009

- Produced interactive and added-value Blu-ray/DVD content that drove double-digit home entertainment sales and also helped extend the cultural relevance of key titles, which contributed to sustained audience engagement and franchise viability.
- Built and maintained talent relationships, reducing approval turnaround time by 40% through streamlined communication.
- Supervised a team of junior producers and assistants, creating a structured training path to improve team productivity and output.

EDUCATION

B.A., Cinema & Television Production

University of Southern California, School of Cinematic Arts – Los Angeles, CA

KEY SKILLS

Video Production | Content Strategy | Executive Producing | Scriptwriting | Creative Direction | Team Leadership | Budgeting & Forecasting | Digital Marketing Content | Motion Graphics | Stakeholder Management | Cross-Functional Collaboration | Remote Production | Broadcast Standards | AR/VR Production | Post-Production Supervision

TECHNICAL SKILLS

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop) | Final Cut Pro | Frame.io |

Monday.com | Dropbox | Basecamp | Google Workspace | Mac/PC Platforms | Production and Post Production Equipment Proficiency