

# Anders Lundin

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## WORK EXPERIENCE

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### Respective Collective

08/2024 – Present

*Creative Director, Social Media Strategist, Content Creator*

*Brooklyn, New York*

- Strategized a cohesive social media strategy for ex co-host of CNN Don Lemon, executing content growing his TikTok from 100,000 to 660,000 followers, his Instagram from 400,000 to 833,000 followers, and garnering over 35 million views across all platforms.
- Edited social media content for Snapchat & LiveNation, working with artists including Tinashe, Alec Benjamin, Conan Gray, Dayglow, Kaleo, Gracie Abrams, Kygo, Kaleo, and Yung Gravy.
- Conceptualized and shot social content for David Guetta, BkTheRula, JELEEL, Roderick Porter, Chow Lee, and Ovrkast, collaborating with labels including Atlantic, Warner, and Universal to market upcoming releases.
- Created content for Rolling Loud on TikTok, garnering over 5 million views and growing by 40,000 followers.

### Creative Freelance

05/2023 – Present

*Creative Director & Designer*

*Brooklyn, New York*

- Conceptualized 4 crew merchandise designs for U2's U2:UV residency at the Sphere in Las Vegas through a contract with Universal Music Group.
- Crafted a comprehensive brand guide for Slowplay, an indie/alternative record label, encompassing a color palette, social media assets, typography, photography direction, and cutting-edge marketing strategies to be applied across their 8 distinct artists including Claire Rosinkranz, Medium Build, Baby Queen and more.

### Warner Music Group

11/2021 – 05/2023

*Content Creator & Designer*

*Remote*

- Coordinated with artists and team members to launch digital campaigns to promote weekly music releases, leveraging social media (TikTok, Instagram, Twitter/X) engagement data to improve content performance.
- Produced visually captivating social media campaigns, combining photo, graphics, and videos, achieving over 1 million views (streams) for 150+ artists including [Metallica](#), Lizzo, Logic, [NLE Choppa](#), and Lil Uzi Vert.

### Michigan Music Business Club

09/2021 – 05/2023

*Creative Director*

*Ann Arbor, MI*

- Formulated digital content using Adobe Photoshop, Adobe Illustrator, After Effects, Adobe InDesign, and Premiere Pro, expanding branding of both MMBC and of 6 artists including Bakermat, Westend, and Vicetone.
- Expanded the reach of MMBC's social media channels by over 300%.

## EDUCATION

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### University of Michigan

05/2023

*BS, Information Science. BA, Art & Design*

*Ann Arbor, MI*

- Magna Cum Laude (BA), Cum Laude (BS), 3.96/4.0 GPA
- Studied abroad in Copenhagen, Denmark during Summer 2022 semester (DIS)
- Delta Tau Delta Fraternity, Michigan Music Business Club member, SHEI Fashion Magazine photographer

## SKILLS

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Adobe Creative Suite; Figma; brand identity; photography; social media marketing; content creation; music industry; Microsoft Office Suite; Keynote / PPT presentation; logo design; user research; accessible design; creative marketing