



# MICHAEL ANDERSON

## SENIOR RACE ORGANIZER

### PROFILE

Innovative Adventure Race Coordinator with extensive expertise in enhancing participant experiences through creative event design and strategic execution. Demonstrated success in managing diverse teams and collaborating with sponsors to deliver memorable outdoor events that promote physical fitness and community engagement. Possesses strong project management skills, ensuring every aspect of the event is meticulously planned and executed.

### EXPERIENCE

#### SENIOR RACE ORGANIZER

##### Extreme Sports Events

2016 - Present

- Designed and executed adventure races that attracted over 1,000 participants.
- Implemented digital timing systems to enhance race tracking and results.
- Collaborated with sponsors to create unique race experiences and challenges.
- Managed volunteer recruitment and training to ensure event success.
- Conducted environmental impact assessments for race locations.
- Engaged with community members to promote local involvement and support.

#### EVENT COORDINATOR

##### Nature Trails Inc.

2014 - 2016

- Coordinated logistics for trail running and cycling races, ensuring participant safety.
- Developed marketing strategies that increased event participation by 40%.
- Managed post-race evaluations to gather insights for future improvements.
- Engaged local businesses for sponsorship and support, boosting event funding.
- Facilitated online registration and payment systems for ease of access.
- Organized community outreach programs to promote outdoor activities.

### CONTACT

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### SKILLS

- event design
- project management
- community engagement
- digital marketing
- environmental sustainability
- team coordination

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER OF ARTS IN OUTDOOR RECREATION, COLORADO STATE UNIVERSITY, 2015

### ACHIEVEMENTS

- Increased sponsorship revenue by 30% through innovative partnership strategies.
- Achieved a 95% satisfaction rate from participants in post-event surveys.
- Successfully launched a new race series that became a regional favorite.