



MICHAEL ANDERSON

ADVERTISING PROFESSOR

PROFILE

Innovative Advertising Educator with a profound expertise in creative strategy and media planning, boasting over a decade of experience in both academic and professional settings. Renowned for developing engaging course materials that reflect current industry practices and trends. Strong advocate for experiential learning, integrating real-world projects and case studies into the classroom to equip students with practical skills.

EXPERIENCE

ADVERTISING PROFESSOR

Institute of Creative Arts

2016 - Present

- Developed and taught courses on creative advertising and media strategy.
- Integrated hands-on projects with local businesses to provide real-world experience.
- Facilitated workshops on creative thinking and campaign development.
- Utilized analytics tools to assess student performance and course effectiveness.
- Collaborated with faculty to enhance interdisciplinary learning opportunities.
- Organized student competitions to foster innovation and creativity.

VISITING LECTURER

Global University of Advertising

2014 - 2016

- Conducted courses on digital advertising and consumer psychology.
- Implemented case studies to analyze successful advertising campaigns.
- Advised students on portfolio development and career readiness.
- Engaged in departmental initiatives to enhance academic offerings.
- Mentored student teams for national advertising competitions.
- Presented workshops on the future of advertising and emerging trends.

CONTACT

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SKILLS

- Creative Strategy
- Media Planning
- Experiential Learning
- Curriculum Design
- Student Engagement
- Technology Integration

LANGUAGES

- English
- Spanish
- French

EDUCATION

M.F.A. IN ADVERTISING, CREATIVE UNIVERSITY; B.A. IN COMMUNICATIONS, STATE COLLEGE

ACHIEVEMENTS

- Received the Innovation in Teaching Award in 2019 for curriculum development.
- Published a book on digital advertising strategies that became a bestseller in the field.
- Led a team that won a national award for a student advertising campaign.