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EXPERTISE SKILLS

- Strategic Marketing
- Brand Management
- Curriculum Enhancement
- Interactive Learning
- Research
- Student Mentorship

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- M.A. in Advertising, University of Marketing; B.S. in Business, State University

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

ASSISTANT PROFESSOR OF ADVERTISING

Dynamic Advertising Educator with a rich background in strategic marketing and brand management, possessing over 8 years of experience in higher education. Esteemed for cultivating an interactive classroom atmosphere that promotes critical thinking and creative problem-solving. Proficient in integrating theoretical frameworks with practical applications, ensuring students are well-prepared for the advertising industry.

PROFESSIONAL EXPERIENCE

National University of Business

Mar 2018 - Present

Assistant Professor of Advertising

- Designed and delivered courses on brand management and advertising strategy.
- Utilized digital tools to create interactive and engaging learning experiences.
- Conducted research on advertising effectiveness and consumer engagement.
- Collaborated with local businesses for student internship opportunities.
- Mentored students in developing their advertising portfolios.
- Organized guest lectures featuring industry professionals.

Community College of Marketing

Dec 2015 - Jan 2018

Lecturer in Marketing

- Taught introductory courses in marketing and advertising principles.
- Implemented project-based assignments to enhance student learning.
- Facilitated discussions on current advertising trends and practices.
- Provided academic advising to students pursuing marketing careers.
- Developed assessment tools to evaluate student performance.
- Participated in curriculum review committees to enhance program offerings.

ACHIEVEMENTS

- Published research on advertising strategies in peer-reviewed journals.
- Received the Best New Teacher Award in 2020 for outstanding student feedback.
- Facilitated a successful marketing campaign that increased student enrollment by 30%.