

MICHAEL ANDERSON

Ethics in Advertising Instructor

- San Francisco, CA
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Experienced advertising instructor with a strong emphasis on ethical advertising practices and corporate social responsibility. Demonstrated success in educating students on the significance of ethics in advertising and its impact on consumer trust and brand loyalty. Proven ability to create a learning environment that fosters discussion and critical thinking around ethical dilemmas in advertising.

WORK EXPERIENCE

Ethics in Advertising Instructor | Ethical Marketing Institute

Jan 2022 – Present

- Developed courses focused on ethical advertising practices and social responsibility.
- Facilitated discussions on case studies highlighting ethical dilemmas in advertising.
- Engaged students in debates regarding the implications of advertising ethics.
- Mentored students in developing ethical marketing campaigns.
- Collaborated with industry professionals to provide real-world perspectives.
- Implemented assessment strategies to measure understanding of ethical principles.

Corporate Social Responsibility Lecturer | University of Responsible Marketing

Jul 2019 – Dec 2021

- Conducted workshops on corporate social responsibility in advertising.
- Supervised student projects that focused on ethical advertising campaigns.
- Presented research on the role of ethics in advertising at conferences.
- Engaged with local businesses to promote ethical advertising practices.
- Implemented innovative teaching methods to enhance student engagement.
- Participated in curriculum committees to promote ethical standards in education.

SKILLS

Ethical Advertising

Corporate Social Responsibility

Curriculum Development

Critical Thinking

Mentorship

Collaboration

EDUCATION

Master of Arts in Advertising Ethics

2015

University of Denver

ACHIEVEMENTS

- Increased student awareness of ethical issues in advertising by 60%.
- Recipient of the Social Responsibility Award, 2023.
- Established a student-led initiative focused on ethical advertising practices.

LANGUAGES

English

Spanish

French