



MICHAEL ANDERSON

CSA Program Manager

Enthusiastic Agricultural Program Coordinator with 4 years of experience in community-supported agriculture (CSA) programs. My role has been dedicated to connecting local farmers with consumers to promote fresh, seasonal produce while supporting local economies. I have a strong passion for sustainable agriculture and community engagement, which drives my work in developing programs that educate consumers about the benefits of purchasing locally grown food.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Agricultural Marketing

Local University
2016-2020

SKILLS

- Community engagement
- Marketing
- Program management
- Event coordination
- Consumer education
- Data analysis

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

CSA Program Manager

2020-2023

Local Harvest Co-op

- Managed a community-supported agriculture program serving over 300 families.
- Coordinated marketing efforts that increased CSA memberships by 25% in one year.
- Organized farm tours and events that enhanced community engagement and awareness.
- Developed educational materials on the benefits of CSA and seasonal eating.
- Collaborated with local businesses to promote CSA products and increase sales.
- Monitored program success and gathered feedback for continuous improvement.

Marketing Assistant

2019-2020

Fresh Fields Market

- Assisted in marketing campaigns promoting locally sourced produce.
- Conducted consumer surveys to assess preferences and program impact.
- Developed promotional content for social media platforms increasing engagement by 30%.
- Coordinated events that connected consumers with local farmers.
- Maintained relationships with local vendors to ensure product availability.
- Analyzed sales data to optimize marketing strategies and improve outreach.

ACHIEVEMENTS

- Increased CSA membership retention rate by 35% through targeted outreach.
- Successfully organized a local food festival that attracted over 1,000 attendees.
- Received 'Best Community Program' award from the Local Agriculture Association.