

MICHAEL ANDERSON

Community Promotions Coordinator

- San Francisco, CA
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Resourceful Aquatic Sports Promotions Manager with a flair for creative marketing and community engagement, dedicated to enhancing the visibility and participation in aquatic sports. Proven experience in organizing events that unite local communities and promote aquatic activities as a means of wellness and recreation. Skilled in leveraging social media and grassroots marketing techniques to connect with audiences and increase awareness.

WORK EXPERIENCE

Community Promotions Coordinator | Aquatic Community Network

Jan 2022 – Present

- Executed local marketing campaigns that increased community participation in aquatic events by 60%.
- Organized family-friendly aquatic festivals that attracted over 2,000 attendees.
- Developed partnerships with local businesses to sponsor community events.
- Utilized social media platforms to promote events and engage with the community.
- Managed volunteer recruitment and training for event execution.
- Analyzed participant feedback to refine future promotional strategies.

Marketing Assistant | Splash Promotions LLC

Jul 2019 – Dec 2021

- Supported marketing initiatives that increased brand visibility in the community.
- Assisted in the planning and execution of local aquatic events.
- Created engaging content for social media platforms to drive attendance.
- Conducted surveys to understand community interests in aquatic sports.
- Collaborated with the design team to develop promotional materials.
- Participated in brainstorming sessions to generate new marketing ideas.

SKILLS

Creative Marketing

Community Engagement

Event Planning

Social Media Strategy

Partnership Development

Feedback Analysis

EDUCATION

Bachelor of Arts in Marketing

2018

University of North Carolina

ACHIEVEMENTS

- Recognized for organizing a successful community aquatic festival that raised \$10,000 for local charities.
- Increased community outreach by 50% through targeted marketing strategies.
- Awarded 'Volunteer of the Year' for outstanding community service in promoting aquatic activities.

LANGUAGES

English

Spanish

French