



MICHAEL ANDERSON

DIGITAL MARKETING MANAGER

CONTACT

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-  San Francisco, CA

SKILLS

- Digital Marketing
- Social Media Strategy
- Brand Identity Development
- Content Creation
- Influencer Relations
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN MARKETING -
UNIVERSITY OF FLORIDA**

ACHIEVEMENTS

- Increased client social media engagement by over 70% within one year.
- Successfully rebranded an athlete, resulting in a new sponsorship deal valued at \$500,000.
- Featured in Sports Marketing Monthly for innovative digital strategies.

PROFILE

Innovative Athlete Brand Manager with a robust background in digital marketing and athlete representation. Expertise lies in leveraging social media platforms to enhance brand visibility and engagement, ensuring athletes effectively connect with their audiences. Proven success in developing targeted marketing initiatives that yield measurable results, including increased sponsorship acquisition and enhanced brand loyalty.

EXPERIENCE

DIGITAL MARKETING MANAGER

NextGen Sports Agency

2016 - Present

- Designed and implemented digital marketing strategies that increased athlete engagement by 60%.
- Managed social media accounts for top-tier athletes, achieving significant follower growth.
- Coordinated influencer partnerships to amplify brand messaging and reach.
- Analyzed engagement metrics to refine content strategies and improve performance.
- Executed email marketing campaigns with an average open rate of 40%.
- Trained athletes on effective social media practices to enhance their personal brands.

BRAND CONSULTANT

ProAthlete Branding

2014 - 2016

- Provided strategic branding consultation for emerging athletes in various sports.
- Developed comprehensive brand identities that align with athletes' personal values.
- Facilitated workshops on digital marketing and personal branding.
- Collaborated with graphic designers to create compelling visual brand assets.
- Monitored industry trends to keep branding strategies relevant and impactful.
- Assisted in securing sponsorships through effective brand positioning.