



MICHAEL ANDERSON

Senior Behavior Change Specialist

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SUMMARY

Dedicated Behavior Change Researcher with over 8 years of experience in designing and implementing health interventions to promote healthy lifestyles. Proven ability to leverage behavioral science principles to influence individual and community behaviors effectively. My career began in public health, where I collaborated with cross-functional teams to evaluate and enhance community health programs.

WORK EXPERIENCE

Senior Behavior Change Specialist Health Innovations Inc.

Jan 2023 - Present

- Led the development of a comprehensive behavior change program targeting obesity in urban populations.
- Conducted focus groups and surveys to gather qualitative data on community health perceptions.
- Utilized SPSS and R for data analysis, resulting in a 20% increase in program engagement.
- Collaborated with local health departments to implement community-driven solutions.
- Presented findings at national health conferences, enhancing the organization's visibility.
- Trained junior researchers and interns on qualitative research methodologies.

Behavioral Research Analyst Wellness Solutions Group

Jan 2020 - Dec 2022

- Developed and implemented surveys to assess behavioral trends in fitness and nutrition.
 - Analyzed data sets using MATLAB, leading to actionable insights for program modifications.
 - Worked closely with marketing teams to design outreach campaigns based on research findings.
 - Monitored program outcomes, achieving a 15% improvement in participant retention rates.
 - Facilitated workshops to educate stakeholders on behavior change theories.
 - Published research findings in peer-reviewed journals, enhancing organizational reputation.
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EDUCATION

Master of Public Health, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Behavioral Science, Data Analysis, Program Development, Community Engagement, SPSS, R
- **Awards/Activities:** Recipient of the Community Health Award for outstanding contributions to public health initiatives.
- **Awards/Activities:** Successfully increased program participation by 30% through targeted outreach strategies.
- **Awards/Activities:** Designed a behavior change curriculum adopted by local schools.
- **Languages:** English, Spanish, French