



# MICHAEL ANDERSON

## Digital Outreach Specialist

Proactive Behavioral Sciences Outreach Specialist with a focus on integrating technology into mental health outreach efforts. With over 5 years of experience, I have successfully developed digital platforms that facilitate access to mental health resources for various demographics. My background in behavioral sciences allows me to create informative and engaging content that resonates with users.

### CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

### EDUCATION

#### Bachelor of Science in Information Technology

University of California Berkeley

### SKILLS

- digital outreach
- program development
- social media strategy
- user engagement
- community assessment
- project management

### LANGUAGES

- English
- Spanish
- French

### WORK EXPERIENCE

#### Digital Outreach Specialist

2020-2023

Mental Health Tech Solutions

- Developed and launched a mobile app that provides mental health resources and connects users with local services.
- Created engaging social media campaigns that increased mental health resource visibility by 80%.
- Conducted webinars on mental health topics, reaching over 1,000 participants.
- Collaborated with IT teams to enhance user experience on digital platforms.
- Analyzed user engagement data to inform content creation and outreach strategies.
- Managed online forums to provide peer support and information exchange.

#### Community Technology Advocate

2019-2020

Tech for Mental Health

- Promoted the use of technology in mental health services through community workshops and presentations.
- Assisted in the development of online training programs for mental health professionals.
- Conducted assessments of community needs regarding digital mental health resources.
- Engaged with youth through social media to discuss mental health and wellness.
- Collaborated with local health agencies to integrate technology in outreach efforts.
- Evaluated the impact of technology-based initiatives on community engagement.

### ACHIEVEMENTS

- Launched a digital campaign that increased mental health service inquiries by 60% in 2020.
- Recognized for developing an innovative online support group model that served over 300 participants.
- Received a grant for \$50,000 to expand digital mental health outreach initiatives in 2021.