



# MICHAEL ANDERSON

## Brand Visual Designer

Creative Brand Visual Designer with a focus on non-profit branding and community engagement. Notable for the ability to convey powerful messages through visual storytelling that drives social impact. Experienced in developing branding strategies that resonate with diverse communities and foster long-term relationships. Proven ability to create visually appealing campaigns that enhance awareness and support for various causes.

## WORK EXPERIENCE

### Brand Visual Designer 2020-2023

Change Makers Non-Profit

- Developed branding campaigns that increased community engagement by 50%.
- Collaborated with program directors to create visual content that effectively communicated mission-driven messages.
- Designed promotional materials for fundraising events that exceeded financial goals by 30%.
- Utilized storytelling techniques to create compelling visuals that resonated with target audiences.
- Managed social media accounts, increasing followers by 40% through engaging content.
- Conducted workshops to empower community members in visual storytelling.

### Visual Communications Designer 2019-2020

Community Connect

- Designed impactful marketing materials that increased awareness of community programs.
- Created engaging infographics that simplified complex information for diverse audiences.
- Worked with volunteers to develop visual content that highlighted community achievements.
- Managed design projects from concept to completion, ensuring quality and adherence to deadlines.
- Engaged with community members to gather feedback and inform design improvements.
- Collaborated with local artists to create culturally relevant visual content.

## ACHIEVEMENTS

- Awarded 'Best Community Campaign' at the Social Impact Awards in 2021.
- Increased donor contributions by 60% through effective visual campaigns.
- Successfully led a project that raised awareness for local issues, resulting in community action.

## CONTACT

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## EDUCATION

### Bachelor of Arts in Graphic Design

Community University  
2015

## SKILLS

- Non-Profit Branding
- Visual Storytelling
- Community Engagement
- Social Media Management
- Graphic Design
- Marketing Strategy

## LANGUAGES

- English
- Spanish
- French