

MICHAEL ANDERSON

Corporate Storytelling Trainer

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Strategic Creative Writing Trainer with a focus on corporate storytelling and brand narrative development. Extensive experience in aligning writing training with organizational objectives to enhance brand messaging and internal communication. Known for facilitating workshops that empower employees to articulate their brand stories effectively. Passionate about fostering a culture of creativity and collaboration within corporate environments.

WORK EXPERIENCE

Corporate Storytelling Trainer | Global Communications Firm

Jan 2022 – Present

- Developed training modules focused on corporate storytelling and effective messaging.
- Conducted workshops for employees to enhance their narrative skills in brand communication.
- Collaborated with marketing teams to align writing training with branding strategies.
- Evaluated the impact of training sessions on employee engagement and communication.
- Created a resource library for ongoing employee development in writing.
- Facilitated team-building exercises to enhance collaborative writing efforts.

Creative Writing Consultant | Independent

Jul 2019 – Dec 2021

- Provided consulting services to organizations seeking to improve internal communication.
- Developed tailored writing workshops addressing specific organizational challenges.
- Mentored employees in writing for various platforms, including digital and print.
- Conducted assessments to measure the effectiveness of communication strategies.
- Collaborated with leadership to implement writing initiatives that drive engagement.
- Facilitated feedback sessions to refine organizational writing practices.

SKILLS

Corporate Storytelling Brand Messaging Workshop Facilitation Employee Engagement Communication Strategy
Team Collaboration

EDUCATION

Master of Business Administration

2015 – 2019

Harvard Business School

ACHIEVEMENTS

- Increased employee engagement scores by 30% through targeted writing initiatives.
- Successfully led workshops that resulted in a 40% improvement in internal communication quality.
- Recognized for developing a storytelling framework adopted by multiple departments.

LANGUAGES

English Spanish French