

MICHAEL ANDERSON

Marketing and Member Relations Manager

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Strategic Dairy Cooperative Manager with a strong emphasis on marketing and member engagement. With over 14 years of experience in the dairy industry, proficient in developing marketing strategies that drive sales and enhance brand visibility. Demonstrated ability to analyze market trends and consumer preferences, translating insights into actionable strategies that benefit cooperative members.

WORK EXPERIENCE

Marketing and Member Relations Manager | Southwest Dairy Cooperative

Jan 2022 – Present

- Developed and executed marketing campaigns that increased product sales by 25%.
- Conducted market research to identify consumer trends and preferences.
- Facilitated member engagement initiatives to enhance cooperative participation.
- Collaborated with local businesses to promote dairy products.
- Managed social media platforms to increase brand awareness.
- Coordinated community events to showcase cooperative offerings.

Dairy Sales Coordinator | Coastal Dairy Cooperative

Jul 2019 – Dec 2021

- Supported sales initiatives through effective marketing strategies.
- Analyzed sales data to inform product development.
- Collaborated with production teams to ensure product availability.
- Engaged with customers to gather feedback on products.
- Assisted in the development of promotional materials.
- Participated in trade shows to promote cooperative offerings.

SKILLS

Marketing Strategy

Member Engagement

Market Analysis

Sales Coordination

Community Outreach

Social Media Management

EDUCATION

Bachelor of Arts in Marketing

2015 – 2019

University of Florida

ACHIEVEMENTS

- Increased overall membership by 30% through targeted marketing efforts.
- Recognized for excellence in community outreach initiatives.
- Successfully launched a new brand identity for the cooperative.

LANGUAGES

English

Spanish

French