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SKILLS

- sustainability marketing
- corporate social responsibility
- digital strategy
- analytics
- influencer partnerships
- community engagement

EDUCATION

**MASTER OF SCIENCE IN SUSTAINABILITY
MANAGEMENT - COLUMBIA UNIVERSITY**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Recognized for leading a campaign that received a 'Green Marketing Award' in 2022.
- Increased customer loyalty scores by 45% through sustainable initiatives.
- Successfully launched a new eco-friendly product line that exceeded sales targets.

Michael Anderson

DIGITAL BRAND MANAGER

Accomplished Digital Brand Manager with a focus on sustainability and corporate social responsibility. Over eight years of experience in developing and executing marketing strategies that promote environmental awareness while driving business growth. Expertise in crafting brand initiatives that resonate with socially-conscious consumers. Strong analytical skills, enabling the measurement of campaign effectiveness and adjustment of strategies to enhance impact.

EXPERIENCE

DIGITAL BRAND MANAGER

Eco-Friendly Products Inc.

2016 - Present

- Designed and implemented a digital marketing strategy focused on sustainability that increased brand engagement by 80%.
- Negotiated partnerships with eco-conscious influencers to amplify brand messaging.
- Managed campaigns that resulted in a 30% increase in sales of sustainable products.
- Conducted workshops to educate staff on sustainability initiatives and brand values.
- Analyzed consumer feedback to refine product offerings and marketing strategies.
- Oversaw social media communications to promote environmental initiatives.

MARKETING COORDINATOR

Green Innovations Group

2014 - 2016

- Assisted in the development of campaigns that promoted green products and initiatives.
- Conducted market research to identify trends in sustainable consumer behavior.
- Collaborated with external partners to enhance brand visibility.
- Managed digital content that highlighted the company's commitment to sustainability.
- Supported community outreach programs to strengthen brand reputation.
- Prepared reports on campaign performance and sustainability metrics.