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SKILLS

- Curriculum Coordination
- Digital Marketing Strategies
- Learning Analytics
- Mentorship
- Online Learning
- Workshop Development

EDUCATION

**MASTER OF SCIENCE IN MARKETING,
COLUMBIA UNIVERSITY, 2015**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased student engagement by 35% through interactive course design.
- Successfully launched a new digital marketing course that attracted over 300 participants.
- Recognized for outstanding contributions to student success by the educational institution.

Michael Anderson

DIGITAL MARKETING COURSE COORDINATOR

Experienced Digital Marketing Educator with a focus on integrating technology and marketing strategies to enhance learner success.

Demonstrated ability to create engaging and relevant course content that prepares students for the evolving digital landscape. Strong background in analytics and performance measurement, enabling data-driven decision-making in curriculum development. Committed to fostering a collaborative learning environment that encourages student participation and critical thinking.

EXPERIENCE

DIGITAL MARKETING COURSE COORDINATOR

Institute for Digital Education

2016 - Present

- Coordinated the digital marketing course offerings for diverse student demographics.
- Designed curriculum focused on practical application and current industry trends.
- Evaluated student performance and provided constructive feedback.
- Facilitated online discussions to enhance student interaction and learning.
- Collaborated with marketing professionals to enrich course content.
- Developed and maintained a resource library for students.

DIGITAL MARKETING SPECIALIST

E-Learning Solutions

2014 - 2016

- Conducted research on digital marketing trends to inform course development.
- Created engaging online modules utilizing multimedia and interactive elements.
- Monitored and analyzed student progress using learning analytics.
- Provided support and mentorship to students throughout their learning journey.
- Facilitated workshops to enhance practical skills in digital marketing tools.
- Implemented feedback systems to continuously improve course offerings.