



MICHAEL ANDERSON

Digital Marketing Specialist

Proactive and detail-oriented Digital Marketing Officer with a focus on non-profit organizations, bringing over 5 years of experience in creating impactful campaigns that resonate with diverse audiences. Skilled in using digital channels to raise awareness and drive engagement for social causes. Proven ability to manage multiple projects simultaneously while adhering to strict deadlines.

WORK EXPERIENCE

Digital Marketing Specialist

2020-2023

Change Makers Foundation

- Developed and executed digital marketing campaigns that increased donor engagement by 40%.
- Created compelling content for social media platforms, driving awareness of key initiatives.
- Coordinated fundraising events, enhancing community involvement and support.
- Utilized analytics tools to measure campaign performance and optimize strategies.
- Collaborated with program teams to align marketing efforts with organizational goals.
- Engaged with stakeholders through newsletters and updates to maintain transparency.

Marketing Coordinator

2019-2020

Hope for All

- Assisted in the development of marketing strategies to promote community programs.
- Supported social media campaigns that increased engagement by 50%.
- Conducted surveys to gather feedback from participants, informing future initiatives.
- Helped design promotional materials for outreach efforts.
- Maintained compliance with non-profit regulations in all marketing activities.
- Collaborated with volunteers to enhance campaign effectiveness.

ACHIEVEMENTS

- Increased overall donations by 30% through targeted digital initiatives.
- Recognized for 'Outstanding Service' by the board for exceptional campaign results.
- Successfully launched a social media challenge that reached over 15,000 participants.

CONTACT

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EDUCATION

Bachelor of Arts in Marketing

Boston University

2016-2020

SKILLS

- Campaign Development
- Non-profit Marketing
- Social Media Engagement
- Fundraising
- Content Creation
- Stakeholder Communication

LANGUAGES

- English
- Spanish
- French