



# MICHAEL ANDERSON

DIRECTOR OF HEALTH PROMOTION

## CONTACT

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-  San Francisco, CA

## SKILLS

- Community Health Advocacy
- Program Evaluation
- Fitness Programming
- Grant Writing
- Team Development
- Marketing Strategy

## LANGUAGES

- English
- Spanish
- French

## EDUCATION

MASTER OF SCIENCE IN EXERCISE  
SCIENCE, UNIVERSITY OF WELLNESS;  
BACHELOR OF ARTS IN HEALTH  
PROMOTION, COLLEGE OF HEALTH

## ACHIEVEMENTS

- Recognized for outstanding community impact by the Local Health Authority in 2021.
- Increased participation in wellness programs by 60% at Community Wellness Initiative.
- Successfully launched a youth fitness program that reached over 1,000 children.

## PROFILE

Dynamic and highly accomplished Director of Fitness and Wellness with a robust background in community health advocacy and innovative fitness programming. Over 12 years of experience in leading wellness initiatives that integrate physical fitness, nutrition, and mental health support. Expertise in developing comprehensive wellness strategies that address the needs of diverse populations.

## EXPERIENCE

### DIRECTOR OF HEALTH PROMOTION

#### Community Wellness Initiative

2016 - Present

- Designed and launched community-based fitness programs serving over 10,000 residents.
- Secured \$500,000 in grants to fund health initiatives targeting underserved populations.
- Established partnerships with local schools and organizations to promote youth fitness.
- Conducted research to identify community health needs, informing program development.
- Facilitated training sessions for over 100 health professionals on wellness strategies.
- Monitored and evaluated program success, adjusting initiatives based on participant feedback.

### FITNESS PROGRAM MANAGER

#### Active Lifestyle Center

2014 - 2016

- Oversaw daily operations of fitness programs, serving a membership base of 2,500.
- Implemented new fitness classes that increased member retention by 25%.
- Developed monthly health challenges that engaged 75% of members.
- Trained a team of fitness instructors to deliver high-quality programming.
- Managed marketing campaigns to promote fitness services, resulting in a 40% increase in enrollment.
- Utilized fitness tracking technology to enhance member experience and program effectiveness.