



# MICHAEL ANDERSON

Director of Water Sports

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## SUMMARY

Strategic and results-driven Director of Water Sports with over 15 years of multifaceted experience in aquatic recreation management. Expertise in developing innovative water sports programs that enhance customer engagement and drive revenue growth. Proven record of leading diverse teams to exceed operational targets while maintaining a strong focus on safety and environmental sustainability.

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## WORK EXPERIENCE

### Director of Water Sports Oceanic Adventures

Jan 2023 - Present

- Developed and implemented comprehensive water sports programs, increasing participation by 30% annually.
- Managed a budget of \$2 million, optimizing resource allocation to maximize profitability.
- Established safety protocols that resulted in a 50% reduction in incidents over three years.
- Trained and mentored a team of 20+ instructors, enhancing service delivery and customer satisfaction.
- Collaborated with marketing teams to launch promotional campaigns, boosting revenue by 25%.
- Conducted regular assessments of water conditions and equipment, ensuring compliance with safety regulations.

### Water Sports Manager AquaFun Resorts

Jan 2020 - Dec 2022

- Oversaw daily operations of water sports activities, achieving a 20% increase in guest satisfaction ratings.
  - Implemented training programs for staff, enhancing skill levels and service quality.
  - Coordinated with local agencies for environmental conservation initiatives.
  - Utilized customer feedback to refine service offerings, resulting in a 15% increase in repeat business.
  - Managed inventory and procurement processes for water sports equipment, reducing costs by 10%.
  - Organized community events to promote water safety and environmental awareness.
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## EDUCATION

### Bachelor of Science in Recreation Management, University of Florida, 2007

Sep 2019 - Oct 2020

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## ADDITIONAL INFORMATION

- **Technical Skills:** Leadership, Program Development, Budget Management, Safety Compliance, Team Training, Marketing Strategy
- **Awards/Activities:** Received the 'Excellence in Water Sports Management' award from the National Recreation Association in 2020.
- **Awards/Activities:** Successfully launched a new paddleboarding program that generated \$100,000 in revenue within the first year.
- **Awards/Activities:** Recognized for outstanding community engagement efforts, leading to a partnership with local schools.
- **Languages:** English, Spanish, French