

MICHAEL ANDERSON

Corporate Employer Brand Manager

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Results-oriented Employer Brand Manager with a rich background in corporate communications and branding. Extensive experience in developing and executing effective employer branding strategies that resonate with potential talent. Skilled in leveraging digital marketing tools and social media platforms to enhance organizational visibility and attract high-quality candidates. Strong analytical abilities facilitate the assessment of branding effectiveness, enabling continuous improvement.

WORK EXPERIENCE

Corporate Employer Brand Manager | Synergy Corp.

Jan 2022 – Present

- Developed and executed a corporate employer branding strategy that increased applicant interest by 50%.
- Utilized digital marketing techniques to enhance brand visibility across platforms.
- Collaborated with HR and leadership to align employer branding with company values.
- Managed content creation for employer branding campaigns.
- Conducted brand workshops to engage employees in brand advocacy.
- Analyzed recruitment data to inform branding strategies.

Brand Communications Specialist | Creative Solutions Agency

Jul 2019 – Dec 2021

- Assisted in developing integrated marketing strategies to promote brand identity.
- Coordinated social media initiatives to increase brand awareness.
- Conducted competitor analysis to inform branding strategies.
- Supported the execution of branding campaigns and events.
- Engaged with stakeholders to gather feedback on branding efforts.
- Monitored performance metrics to evaluate campaign success.

SKILLS

Employer Branding

Corporate Communications

Digital Marketing

Data Analysis

Team Collaboration

Diversity Initiatives

EDUCATION

Master of Arts in Corporate Communications

2015 – 2019

Columbia University

ACHIEVEMENTS

- Achieved a 70% increase in brand visibility through targeted marketing campaigns.
- Recognized for excellence in employer branding at the Corporate Communications Awards.
- Successfully improved candidate experience ratings by 30% within one year.

LANGUAGES

English

Spanish

French