

MICHAEL ANDERSON

Experiential Event Coordinator

- San Francisco, CA
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Creative and enthusiastic Event Logistics Coordinator with a passion for experiential marketing and engagement-driven events. Experienced in planning and executing events that foster brand loyalty and connect with audiences on a personal level. Demonstrates a unique ability to blend creativity with operational efficiency, ensuring that each event reflects the brand's vision while achieving measurable results.

WORK EXPERIENCE

Experiential Event Coordinator | Vibrant Experiences Agency

Jan 2022 – Present

- Planned and executed over 30 experiential marketing events annually, enhancing brand engagement.
- Collaborated with creative teams to develop innovative event concepts that resonate with audiences.
- Managed logistics and vendor relationships to ensure seamless execution of events.
- Utilized participant feedback to refine event strategies and improve attendee experiences.
- Developed event budgets, consistently achieving cost savings without sacrificing quality.
- Created detailed timelines and checklists, increasing team efficiency by 20%.

Event Assistant | Engage Marketing Solutions

Jul 2019 – Dec 2021

- Supported logistics for brand activations, enhancing audience interaction and engagement.
- Assisted in the development of marketing materials to promote events.
- Coordinated on-site logistics, ensuring smooth event flow and attendee satisfaction.
- Conducted post-event surveys to gather insights and improve future offerings.
- Maintained accurate records and documentation of all event activities.
- Facilitated team meetings to ensure alignment on event objectives.

SKILLS

experiential marketing event planning vendor management budget oversight audience engagement
creative collaboration

EDUCATION

Bachelor of Arts in Marketing

2015 – 2019

University of Florida

ACHIEVEMENTS

- Increased event attendance by 50% through targeted marketing campaigns.
- Recognized with the 'Innovative Event of the Year' award in 2023.
- Successfully executed a multi-city tour that increased brand visibility by 40%.

LANGUAGES

English Spanish French