



MICHAEL ANDERSON

EVENT DIRECTOR

PROFILE

Accomplished Event Management Consultant with a robust background in non-profit sector events, specializing in fundraising galas and community outreach programs. Proven ability to integrate mission-driven objectives into event planning, resulting in significant revenue generation and community engagement. Expertise in stakeholder relations, donor management, and strategic communication. Adept at fostering partnerships with local businesses to create impactful events that resonate with target audiences.

EXPERIENCE

EVENT DIRECTOR

Community Connect

2016 - Present

- Oversaw the planning and execution of annual fundraising events, raising over \$1 million for local charities.
- Built and maintained relationships with key stakeholders, enhancing community engagement and support.
- Designed event themes and programs that aligned with organizational missions and values.
- Managed a diverse team of volunteers and staff, ensuring effective collaboration and communication.
- Utilized CRM software to track donor contributions and engagement metrics.
- Conducted post-event evaluations to assess success and identify areas for improvement.

FUNDRAISING COORDINATOR

Hope Foundation

2014 - 2016

- Coordinated logistics for fundraising events that attracted over 2,000 attendees.
- Developed marketing strategies that increased event participation by 50% year-over-year.
- Secured sponsorships from local businesses, increasing revenue by 30%.
- Created engaging event materials that effectively communicated the foundation's mission.
- Implemented an online ticketing system that streamlined the registration process.
- Collaborated with board members to enhance event programming and outreach efforts.

CONTACT

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SKILLS

- Non-Profit Management
- Fundraising Strategy
- Community Engagement
- Stakeholder Relations
- Event Logistics
- Volunteer Coordination

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF PUBLIC ADMINISTRATION,
HARVARD UNIVERSITY

ACHIEVEMENTS

- Recognized for 'Outstanding Leadership in Fundraising' by the National Non-Profit Association.
- Increased donor retention rates by 35% through targeted engagement strategies.
- Successfully launched a community outreach event series that garnered significant media attention.