

MICHAEL ANDERSON

Experiential Marketing Coordinator

- San Francisco, CA
- (555) 234-5678
- michael.anderson@email.com

Enthusiastic and creative Event Operations Coordinator with a focus on experiential marketing and brand activations, bringing over 3 years of hands-on experience in the events industry. Skilled in conceptualizing and executing unique experiences that effectively engage target audiences and enhance brand visibility. Demonstrates a strong ability to collaborate with cross-functional teams, ensuring that all event elements align with marketing objectives and brand identity.

WORK EXPERIENCE

Experiential Marketing Coordinator | Creative Events Agency

Jan 2022 – Present

- Designed and executed brand activation events that increased audience engagement by 50%.
- Collaborated with marketing teams to align event strategies with overall brand objectives.
- Managed logistics for events, including venue selection, setup, and breakdown.
- Utilized social media platforms to promote events and engage with attendees pre- and post-event.
- Coordinated with vendors to ensure high-quality service delivery during events.
- Gathered attendee feedback to assess event success and inform future planning.

Event Assistant | Innovative Experiences

Jul 2019 – Dec 2021

- Supported the planning and execution of various experiential marketing events.
- Managed inventory of promotional materials and event supplies.
- Assisted in the development of event themes and marketing collateral.
- Facilitated communication with partners and vendors to ensure alignment on event details.
- Conducted market research to identify trends and opportunities for engagement.
- Maintained project documentation and event timelines to ensure smooth operations.

SKILLS

experiential marketing

brand activation

social media strategy

project management

vendor coordination

audience engagement

EDUCATION

Bachelor of Arts in Marketing

2019

University of California

ACHIEVEMENTS

- Increased event attendance by 30% through targeted marketing efforts.
- Recognized for creativity in event design at the Annual Marketing Awards.
- Successfully executed a high-profile brand activation with over 1,000 attendees.

LANGUAGES

English

Spanish

French