



MICHAEL ANDERSON

EVENT PROMOTIONS MANAGER

CONTACT

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-  San Francisco, CA

SKILLS

- Fundraising
- Community engagement
- Digital marketing
- Volunteer management
- Budget oversight
- Analytics

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Awarded 'Best Community Event' by the Local Chamber of Commerce for excellence in event execution.
- Increased donor retention rates by 25% through innovative engagement strategies.
- Recognized for outstanding leadership in managing a team of volunteers for major fundraising events.

PROFILE

Accomplished Event Promotions Coordinator with a robust background in the non-profit sector, specializing in fundraising events and community engagement initiatives. Expertise in crafting compelling event narratives that resonate with diverse audiences, driving participation and support for organizational missions. Proven ability to coordinate multifaceted events, from intimate gatherings to large-scale fundraisers, ensuring all logistics are meticulously planned and executed.

EXPERIENCE

EVENT PROMOTIONS MANAGER

Hope for Tomorrow Foundation

2016 - Present

- Designed and executed annual gala events, raising over \$1 million in funding for community programs.
- Developed strategic partnerships with local businesses to secure sponsorships and in-kind donations.
- Implemented a digital marketing strategy that increased event participation by 40%.
- Managed volunteer teams, providing training and support to ensure effective event execution.
- Conducted post-event evaluations to assess effectiveness and identify areas for improvement.
- Utilized social media platforms to enhance event promotion and engage with attendees.

EVENT COORDINATOR

Community Engagement Group

2014 - 2016

- Coordinated community outreach events to raise awareness and support for local initiatives.
- Created promotional materials that effectively communicated event objectives and encouraged participation.
- Engaged with community stakeholders to foster collaboration and support for events.
- Monitored budgets and logistics to ensure events were executed within financial constraints.
- Gathered and analyzed feedback from participants to enhance future events.
- Facilitated training workshops for volunteers, enhancing their skills and event impact.