



MICHAEL ANDERSON

Exhibition Manager

Strategic Exhibition Artist with extensive experience in corporate exhibitions and brand activations. Over 9 years of expertise in designing and executing exhibitions that effectively communicate brand narratives and engage target audiences. Renowned for innovative approaches to spatial design, utilizing cutting-edge technologies to create memorable experiences. Proven track record of collaborating with marketing teams to align exhibition strategies with corporate objectives.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing and Design

University of Washington
2012

SKILLS

- Corporate Exhibitions
- Brand Activation
- Spatial Design
- Project Management
- Marketing Collaboration
- Customer Engagement

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Exhibition Manager

2020-2023

Global Marketing Solutions

- Managed the design and execution of over 20 corporate exhibitions annually, achieving high client satisfaction ratings.
- Collaborated with cross-functional teams to align exhibition concepts with brand messaging.
- Oversaw budget management, ensuring projects were completed within financial parameters.
- Implemented innovative design solutions that increased visitor engagement by 30%.
- Conducted post-event evaluations to assess effectiveness and improve future exhibitions.
- Developed training programs for staff to enhance customer service during exhibitions.

Exhibition Designer

2019-2020

Creative Exhibits Inc.

- Designed immersive exhibition spaces that effectively showcased client brands and products.
- Collaborated with graphic designers to create visually appealing marketing materials.
- Managed logistics for installation and de-installation, ensuring timely execution.
- Conducted market research to inform design decisions and enhance audience appeal.
- Organized team brainstorming sessions to foster creative ideas and solutions.
- Maintained strong relationships with vendors to ensure high-quality materials and services.

ACHIEVEMENTS

- Achieved a 95% client satisfaction rating in exhibition services over three consecutive years.
- Increased brand visibility for clients by 40% through innovative exhibition design.
- Recipient of the Best Exhibition Design Award at the International Marketing Expo in 2021.