



MICHAEL ANDERSON

FLORAL DESIGN LEAD

PROFILE

An accomplished Floriculture Specialist with a robust background in floral design and landscape architecture, possessing over a decade of experience in creating stunning floral arrangements and sustainable landscapes. Expertise in both indoor and outdoor floral installations, with a particular focus on event planning and corporate partnerships. Skilled in utilizing innovative design principles to enhance aesthetic appeal while ensuring ecological sustainability.

EXPERIENCE

FLORAL DESIGN LEAD

Petals & Blooms

2016 - Present

- Designed over 500 custom floral arrangements for weddings and events.
- Collaborated with clients to develop tailored floral concepts.
- Managed inventory and sourced materials from local growers.
- Supervised a team of designers to ensure timely project completion.
- Implemented eco-friendly practices in floral sourcing and waste management.
- Organized workshops to educate clients on floral care and arrangement techniques.

LANDSCAPE COORDINATOR

Garden Visions

2014 - 2016

- Led landscape design projects for commercial and residential properties.
- Conducted site assessments to determine optimal plant selection.
- Coordinated with contractors to ensure project adherence to design specifications.
- Developed maintenance schedules for ongoing landscape health.
- Trained staff on installation and maintenance of landscape features.
- Promoted sustainable landscaping practices to clients and stakeholders.

CONTACT

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SKILLS

- Floral design
- Landscape architecture
- Event planning
- Customer service
- Project management
- Eco-friendly practices

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN FLORAL DESIGN,
INSTITUTE OF FLORAL STUDIES

ACHIEVEMENTS

- Recognized as Designer of the Year in 2021 by the Floral Designers Association.
- Expanded client base by 40% through strategic marketing initiatives.
- Successfully executed a high-profile event for a Fortune 500 company.