



MICHAEL ANDERSON

Digital Fundraising Manager

Innovative Fundraising Officer with a focus on technology-driven fundraising solutions, adept at harnessing digital tools to enhance donor engagement and streamline fundraising processes. Demonstrates a strong background in developing and implementing online fundraising campaigns that yield significant results. Proven ability to analyze donor behavior and preferences to inform targeted outreach strategies, resulting in increased contributions.

CONTACT

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

EDUCATION

Master of Science in Nonprofit Management

Digital University
2016-2020

SKILLS

- digital fundraising
- data analytics
- CRM systems
- campaign management
- stakeholder engagement
- online marketing

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Digital Fundraising Manager

2020-2023

Tech for Good Foundation

- Developed and executed digital fundraising campaigns that raised over \$2 million.
- Implemented CRM solutions to enhance donor tracking and engagement.
- Analyzed online fundraising data to optimize campaign strategies.
- Created engaging content for social media and email campaigns.
- Organized virtual fundraising events that attracted thousands of participants.
- Collaborated with tech partners to enhance fundraising platforms.

Fundraising Analyst

2019-2020

Nonprofit Innovations

- Supported data analysis for fundraising campaigns to identify trends and opportunities.
- Maintained databases to track donor contributions and engagement.
- Assisted in the development of targeted fundraising strategies.
- Created reports on campaign performance for senior management.
- Engaged with donors through personalized communication.
- Conducted research on best practices in digital fundraising.

ACHIEVEMENTS

- Increased online donations by 60% through innovative campaign strategies.
- Recognized for outstanding performance in digital fundraising by the Tech Fundraising Association.
- Secured partnerships with tech companies to enhance fundraising capabilities.