



# Michael ANDERSON

## DIGITAL TRANSFORMATION MANAGER

Visionary Handicraft Cluster Coordinator with a strong focus on integrating technology within traditional craft sectors. Expertise in utilizing digital tools to enhance artisan production and marketing efforts, fostering innovation while preserving cultural integrity. Proven history of developing platforms that connect artisans with global markets, significantly increasing their visibility and sales potential.

### CONTACT

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### SKILLS

- digital marketing
- e-commerce
- project management
- artisan empowerment
- technology integration
- market research

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN  
INFORMATION TECHNOLOGY, TECH  
UNIVERSITY**

### ACHIEVEMENTS

- Increased artisan sales by 70% through successful digital initiatives.
- Recognized with the Innovation in Craft Award for outstanding contributions to the sector.
- Developed a successful online community for artisans that fostered collaboration and resource sharing.

### WORK EXPERIENCE

#### DIGITAL TRANSFORMATION MANAGER

CraftTech Innovations

2020 - 2025

- Developed an e-commerce platform that increased sales for artisans by 70% in the first year.
- Implemented training programs focused on digital marketing and online sales strategies.
- Collaborated with tech developers to create user-friendly tools for artisans.
- Conducted workshops on leveraging social media for brand building and market access.
- Monitored and evaluated the effectiveness of digital initiatives on artisan income levels.
- Established partnerships with tech firms to provide resources for artisans.

#### HANDICRAFT CLUSTER COORDINATOR

Innovate Crafts

2015 - 2020

- Facilitated the development of a mobile app connecting artisans with potential buyers.
- Organized tech workshops to train artisans on emerging digital tools.
- Implemented a community feedback system to improve product offerings.
- Collaborated with influencers to enhance brand visibility of artisan products.
- Conducted market analysis to identify trends impacting artisan sales.
- Supported artisans in accessing funding opportunities for product development.