



# MICHAEL ANDERSON

## Senior Image Consultant

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### SUMMARY

Distinguished Image Consultant with a robust background in personal branding and visual communication. Expertise lies in elevating clients' public personas through tailored image strategies that encompass wardrobe consultation, grooming, and lifestyle enhancement. Proven ability to analyze individual characteristics and leverage them to create impactful personal narratives. Extensive experience in collaborating with high-profile clients, providing bespoke services that are aligned with their professional aspirations.

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### WORK EXPERIENCE

#### Senior Image Consultant **Prestige Image Consulting**

*Jan 2023 - Present*

- Developed personalized image enhancement plans for over 300 clients annually.
- Conducted in-depth consultations to assess clients' individual style and image goals.
- Facilitated workshops on personal branding and professional attire for corporate clients.
- Collaborated with fashion designers to curate exclusive wardrobe collections for VIP clients.
- Utilized social media analytics to measure the impact of image strategies on clients' visibility.
- Maintained up-to-date knowledge of fashion trends to provide clients with relevant advice.

#### Image Consultant **Elite Personal Branding**

*Jan 2020 - Dec 2022*

- Advised clients on visual communication strategies that align with their career objectives.
  - Created comprehensive image portfolios showcasing clients' style evolution.
  - Trained junior consultants in effective client engagement techniques.
  - Assisted clients in preparing for public appearances through mock interviews and styling sessions.
  - Implemented feedback mechanisms to refine service delivery based on client satisfaction.
  - Organized and hosted client appreciation events to foster community and loyalty.
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### EDUCATION

#### Bachelor of Arts in Fashion Merchandising, **University of Fashion Studies, 2017**

*Sep 2019 - Oct 2020*

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### ADDITIONAL INFORMATION

- **Technical Skills:** personal branding, wardrobe consulting, visual communication, client engagement, fashion analysis, trend forecasting
- **Awards/Activities:** Recognized as 'Top Image Consultant' by the National Association of Image Consultants in 2022.
- **Awards/Activities:** Increased client retention rates by 30% through enhanced service offerings.
- **Awards/Activities:** Successfully launched a personal branding workshop series that attracted over 500 attendees.
- **Languages:** English, Spanish, French