



MICHAEL ANDERSON

Digital Fundraising Manager

Innovative Non-Profit Fundraising Manager with a focus on digital transformation in fundraising practices. Expertise in utilizing technology to enhance donor engagement and streamline fundraising processes. Proven ability to create and implement online fundraising campaigns that resonate with a broad audience, resulting in significant increases in contributions. Adept at analyzing market trends to develop effective fundraising strategies that align with organizational goals.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Digital Communications

University of Technology
2016-2020

SKILLS

- Digital strategy
- Online fundraising
- Analytics
- Content creation
- Campaign management
- Community engagement

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Digital Fundraising Manager

2020-2023

Tech for Good

- Launched digital fundraising campaigns that increased online donations by 120% in the first year.
- Developed user-friendly online donation platforms to enhance donor experience.
- Utilized analytics tools to assess campaign effectiveness and optimize strategies.
- Collaborated with marketing teams to create engaging content for social media fundraising.
- Conducted workshops on digital fundraising strategies for non-profit organizations.
- Established partnerships with tech companies to leverage resources for fundraising.

Fundraising Project Coordinator

2019-2020

Local Arts Foundation

- Coordinated fundraising events that raised over \$400,000 annually through innovative approaches.
- Assisted in the development of online content that increased engagement and donor awareness.
- Managed volunteer teams to execute fundraising initiatives effectively.
- Maintained accurate records of fundraising activities and donor contributions.
- Engaged with local artists to enhance community involvement in fundraising events.
- Participated in grant writing efforts to secure funding for arts programs.

ACHIEVEMENTS

- Achieved a 200% increase in social media-driven donations within one year.
- Recognized for excellence in digital fundraising by national non-profit organizations.
- Successfully implemented a new online fundraising platform that streamlined donation processes.