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EXPERTISE SKILLS

- digital strategy
- data analysis
- online engagement
- project coordination
- CRM management
- content creation

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Master of Science in Non-Profit Management, Columbia University

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

DIGITAL PARTNERSHIPS MANAGER

Innovative Non-Profit Partnerships Manager with a strong focus on leveraging technology to enhance collaboration and maximize impact. Possesses a robust background in digital engagement strategies, utilizing social media and online platforms to foster partnerships that resonate with modern audiences. Expertise includes developing data-driven approaches to partnership evaluation and optimization, allowing for agile adaptations to changing stakeholder needs.

PROFESSIONAL EXPERIENCE

Tech for Good

Mar 2018 - Present

Digital Partnerships Manager

- Developed and implemented digital marketing strategies to attract new partners, increasing engagement by 45%.
- Utilized social media analytics to inform partnership approaches and outreach efforts.
- Coordinated online webinars and training for partners to enhance digital collaboration.
- Managed the organization's CRM system to track partnership interactions and outcomes.
- Created digital content that highlighted partnership successes and community impact.
- Facilitated virtual meetings to maintain strong communication with partners.

Innovate Together

Dec 2015 - Jan 2018

Partnership Analyst

- Analyzed partnership data to identify trends and opportunities for growth.
- Supported the development of online partnership platforms to streamline engagement.
- Conducted research on potential partners to inform strategic decisions.
- Created reports on partnership performance for senior management review.
- Collaborated with marketing teams to enhance visibility of partnership initiatives.
- Assisted in the organization of virtual events to promote partnerships and share best practices.

ACHIEVEMENTS

- Increased online partner engagement by 60% through innovative digital strategies.
- Recognized for excellence in digital partnership development by the National Council of Non-Profits.
- Successfully led a virtual fundraising campaign that raised \$2 million.