



MICHAEL ANDERSON

Non-Profit Paid Media Specialist

Dedicated Paid Media Specialist with a strong focus on non-profit organizations and community engagement. Over three years of experience in developing and executing paid media campaigns that promote social causes and drive fundraising efforts. Proficient in leveraging digital marketing strategies to enhance visibility and engagement for non-profit initiatives. Skilled in collaborating with diverse stakeholders to align marketing efforts with mission-driven objectives.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Communications

University of Georgia
2019

SKILLS

- Non-Profit Marketing
- Community Engagement
- Social Media Strategy
- Campaign Management
- Content Creation
- Data Analysis

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Non-Profit Paid Media Specialist

2020-2023

Community Helpers Inc.

- Developed and managed paid media campaigns for fundraising initiatives.
- Utilized social media platforms to raise awareness for community programs.
- Analyzed campaign results to determine effectiveness and areas for improvement.
- Collaborated with program directors to align marketing strategies with organizational goals.
- Managed budgets effectively to ensure maximum impact.
- Created compelling content to engage and inform target audiences.

Marketing Coordinator

2019-2020

Supportive Services Agency

- Assisted in the development of marketing materials for community outreach.
- Conducted research on target demographics to enhance campaign effectiveness.
- Supported social media management and content creation for various initiatives.
- Monitored and reported on campaign performance metrics.
- Engaged with community members to foster relationships.
- Participated in planning sessions for upcoming marketing events.

ACHIEVEMENTS

- Increased fundraising efforts by 40% through targeted media campaigns.
- Recognized for 'Outstanding Service' in promoting community initiatives.
- Successfully launched campaigns that reached over 10,000 individuals.