



Michael ANDERSON

DIGITAL BANKING SPECIALIST

Accomplished personal banker with a specialization in digital banking solutions, possessing over six years of experience in leveraging technology to enhance customer experiences. Recognized for innovative thinking and the ability to implement digital strategies that align with client needs. Expertise in utilizing digital platforms to streamline banking processes and improve operational efficiency.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Banking
- Customer Engagement
- Data Analysis
- Online Marketing
- Training and Development
- Process Improvement

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY, GEORGIA
INSTITUTE OF TECHNOLOGY, 2016**

ACHIEVEMENTS

- Increased digital account engagement by 40% through targeted marketing initiatives.
- Received 'Innovator of the Year' award for enhancing digital banking services in 2022.
- Successfully launched a new mobile banking app that improved client satisfaction ratings.

WORK EXPERIENCE

DIGITAL BANKING SPECIALIST

PNC Bank

2020 - 2025

- Developed and implemented digital banking strategies that increased online account openings by 50%.
- Analyzed user engagement data to enhance digital product offerings and customer satisfaction.
- Conducted training sessions for staff on new digital tools and platforms.
- Collaborated with IT teams to troubleshoot and improve online banking systems.
- Managed digital marketing campaigns to promote online banking features.
- Gathered client feedback to inform future digital enhancements.

PERSONAL BANKER

SunTrust Bank

2015 - 2020

- Provided personalized banking services to clients, focusing on digital solutions.
- Assisted clients with navigating online banking platforms and mobile applications.
- Facilitated the transition of clients to digital banking services, ensuring a seamless experience.
- Monitored and reported on digital banking trends and customer preferences.
- Participated in community events to promote digital literacy in banking.
- Collaborated with marketing teams to enhance online product visibility.