

MICHAEL ANDERSON

Psychological Image Consultant

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Proficient Personal Image Consultant with a strong foundation in psychology and its application to personal branding. This consultant excels in creating customized strategies that enhance clients' self-perception and public image. Utilizing a blend of psychological principles and aesthetic insights, the consultant guides individuals through the intricacies of personal branding, ensuring they project confidence and professionalism.

WORK EXPERIENCE

Psychological Image Consultant | Empowerment Image Consulting

Jan 2022 – Present

- Conducted psychological assessments to inform personal branding strategies.
- Developed individualized coaching plans focused on self-esteem and confidence.
- Facilitated workshops on the psychological aspects of personal branding.
- Provided ongoing support to clients navigating personal image challenges.
- Utilized research-based methods to enhance client outcomes.
- Collaborated with mental health professionals for comprehensive client support.

Image Consultant | Branding with Purpose

Jul 2019 – Dec 2021

- Assisted clients in aligning their personal image with professional goals.
- Provided styling and grooming consultations to enhance client appeal.
- Conducted workshops on effective communication and public perception.
- Monitored client progress and adjusted strategies to ensure satisfaction.
- Engaged clients in reflective practices to foster self-awareness.
- Maintained a network of industry contacts to benefit client opportunities.

SKILLS

personal branding

psychological assessment

coaching

workshop facilitation

client support

styling

EDUCATION

Master of Science in Psychology

2015 – 2019

Stanford University

ACHIEVEMENTS

- Developed a psychological framework for personal branding adopted by various clients.
- Increased client self-perception ratings by 70% through targeted coaching.
- Recognized for innovative approaches in personal branding by industry peers.

LANGUAGES

English

Spanish

French