



MICHAEL ANDERSON

Non-Profit PR Account Manager

Proactive PR Account Manager with a solid foundation in non-profit communications, demonstrating a commitment to promoting social causes through effective public relations strategies. Proven ability to develop compelling narratives that resonate with target audiences and drive community engagement. Extensive experience in managing media relations, fundraising campaigns, and public awareness initiatives. Skilled in leveraging digital platforms to amplify messaging and reach diverse stakeholders.

CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

EDUCATION

Bachelor of Arts in Communications

Community College
2016-2020

SKILLS

- non-profit communications
- community engagement
- fundraising strategies
- media relations
- digital advocacy
- storytelling

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Non-Profit PR Account Manager

2020-2023

Change Makers Agency

- Developed and executed PR strategies that increased community engagement by 60%.
- Managed relationships with media outlets, securing coverage for key initiatives.
- Coordinated fundraising events that exceeded financial targets.
- Crafted compelling stories that highlighted organizational impact.
- Utilized social media campaigns to raise awareness of social issues.
- Conducted training sessions for staff on media engagement and advocacy.

Communications Assistant

2019-2020

Non-Profit Network

- Supported the development of communication materials for fundraising campaigns.
- Assisted in organizing community outreach events to engage stakeholders.
- Maintained media lists and facilitated press outreach.
- Contributed to social media content creation, increasing engagement.
- Conducted research on best practices in non-profit communications.
- Collaborated with teams to enhance organizational storytelling.

ACHIEVEMENTS

- Increased donor engagement by 75% through targeted PR efforts.
- Successfully raised over \$500,000 in a single fundraising campaign.
- Recognized for excellence in communication strategies at the annual conference.