



# MICHAEL ANDERSON

## Marketing Instructor

Strategic Publishing Educator with a focus on marketing and business development within the publishing sector. Known for leveraging analytical skills and market insights to develop effective educational programs that align with industry needs. Expertise in teaching marketing strategies specific to publishing, empowering students to navigate the commercial aspects of the field.

### CONTACT

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- San Francisco, CA

### EDUCATION

#### M.B.A. in Marketing

New York University

2019

### SKILLS

- Marketing Strategies
- Business Development
- Curriculum Design
- Networking
- Project-Based Learning
- Market Research

### LANGUAGES

- English
- Spanish
- French

### WORK EXPERIENCE

#### Marketing Instructor

2020-2023

Publishing Business School

- Taught courses on marketing strategies tailored to the publishing industry.
- Developed case studies based on real-world publishing challenges.
- Facilitated networking events with industry professionals for students.
- Implemented project-based learning to enhance practical skills.
- Collaborated with faculty to create interdisciplinary courses.
- Evaluated student projects and provided feedback on marketing plans.

#### Business Development Coordinator

2019-2020

Emerging Publishers Network

- Identified partnership opportunities with publishing firms for student internships.
- Conducted market research to inform program offerings and curriculum design.
- Organized workshops on business skills relevant to publishing.
- Developed marketing materials to promote educational programs.
- Collaborated with stakeholders to enhance program visibility.
- Monitored industry trends to ensure curriculum relevance.

### ACHIEVEMENTS

- Increased student internship placements by 50% through strategic partnerships.
- Received the Marketing Excellence Award, 2023.
- Developed a successful marketing campaign that increased program enrollment by 30%.