

MICHAEL ANDERSON

Consumer Education Coordinator

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A knowledgeable Seafood Safety Specialist with a focus on consumer education and outreach, possessing over 4 years of experience in promoting food safety practices within the seafood industry. Expertise in developing educational materials and training programs aimed at enhancing consumer awareness regarding seafood safety and sustainability. Strong background in collaboration with regulatory agencies and industry stakeholders to promote best practices.

WORK EXPERIENCE

Consumer Education Coordinator | Seafood Safety Coalition

Jan 2022 – Present

- Developed educational programs focused on seafood safety for consumers.
- Collaborated with stakeholders to promote safety initiatives.
- Conducted workshops and seminars on seafood safety practices.
- Created informational materials to raise awareness among consumers.
- Monitored consumer feedback to improve education efforts.
- Evaluated the effectiveness of outreach programs and made improvements.

Food Safety Outreach Specialist | Healthy Seafood Initiative

Jul 2019 – Dec 2021

- Engaged with consumers to discuss seafood safety issues and practices.
- Conducted surveys to assess consumer knowledge of seafood safety.
- Developed partnerships with local organizations to enhance outreach.
- Participated in community events to promote safe seafood consumption.
- Created digital content to disseminate safety information effectively.
- Assessed the impact of outreach initiatives on consumer behavior.

SKILLS

Consumer Education

Outreach Programs

Communication

Collaboration

Program Development

Evaluation

EDUCATION

Bachelor of Science in Communication

2017

Seafood University

ACHIEVEMENTS

- Increased consumer awareness of seafood safety practices by 40% through educational initiatives.
- Successfully engaged over 1,000 consumers in workshops and seminars.
- Recognized for innovative outreach strategies that improved community engagement.

LANGUAGES

English

Spanish

French