



# MICHAEL ANDERSON

## Senior Outdoor Recreation Manager

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### SUMMARY

Dynamic and results-driven Senior Outdoor Recreation Manager with over a decade of comprehensive experience in leading high-impact outdoor programs and initiatives. Expertise encompasses program development, operational management, and fostering community partnerships to enhance recreational offerings. Proven track record in increasing participation rates through innovative marketing strategies and community engagement. Adept at strategic planning and resource allocation to optimize operational efficiency while ensuring safety and compliance with industry regulations.

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### WORK EXPERIENCE

#### Senior Outdoor Recreation Manager Nature's Pathways

Jan 2023 - Present

- Designed and implemented comprehensive outdoor programs that increased participation by 40% over three years.
- Managed a team of 15 outdoor education professionals, fostering a collaborative and high-performing work environment.
- Developed strategic partnerships with local organizations, enhancing community engagement and program visibility.
- Oversaw budgeting and financial management, ensuring cost-effective operations with a 25% reduction in overhead costs.
- Implemented safety protocols and training programs, achieving a 100% compliance rate during audits.
- Conducted evaluations and assessments to continuously improve program offerings based on participant feedback.

#### Outdoor Program Coordinator Adventure Seekers Inc.

Jan 2020 - Dec 2022

- Coordinated a variety of outdoor adventure programs, increasing enrollment by 30% within the first year.
  - Developed training materials and workshops for staff, resulting in enhanced customer service ratings.
  - Managed logistics for outdoor events, ensuring seamless execution and high participant satisfaction.
  - Conducted risk assessments to ensure participant safety and compliance with local regulations.
  - Collaborated with marketing to promote programs via social media, leading to a 50% increase in online engagement.
  - Established feedback mechanisms for participants, driving continuous improvement in program delivery.
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### EDUCATION

#### Master of Science in Recreation Management, University of California, Berkeley

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Program Development, Team Leadership, Budget Management, Community Engagement, Safety Compliance, Strategic Planning
- **Awards/Activities:** Recipient of the Excellence in Outdoor Recreation Award 2022.
- **Awards/Activities:** Increased grant funding for programs by 60% through successful proposal submissions.
- **Awards/Activities:** Implemented a sustainability initiative that reduced waste by 30% across all programs.
- **Languages:** English, Spanish, French