



MICHAEL ANDERSON

WATER SPORTS PROGRAM MANAGER

PROFILE

Dynamic Senior Water Sports Manager with a robust background in aquatic sports management and customer engagement. Expertise in leading teams to enhance operational performance while prioritizing safety and customer satisfaction. Proven track record in developing strategic partnerships and innovative marketing initiatives that drive participation in water sports activities. Strong understanding of aquatic environments and risk management, ensuring compliance with regulatory standards.

EXPERIENCE

WATER SPORTS PROGRAM MANAGER

Adventure Aquatics

2016 - Present

- Managed a comprehensive portfolio of water sports programs, increasing participation by 50%.
- Led a team of instructors in delivering high-quality training and safety education.
- Developed strategic marketing campaigns that improved brand visibility in the community.
- Facilitated partnerships with local schools to promote water safety education.
- Implemented customer feedback mechanisms to enhance service offerings.
- Monitored and evaluated program outcomes to ensure alignment with strategic goals.

AQUATIC SAFETY SUPERVISOR

Tidewater Resort

2014 - 2016

- Supervised safety protocols for a large resort water sports facility.
- Conducted regular training sessions for staff on emergency procedures.
- Collaborated with local authorities to ensure compliance with safety regulations.
- Analyzed incident reports to identify trends and implement preventive measures.
- Enhanced guest safety experiences through proactive communication and signage.
- Developed a mentorship program for junior staff to cultivate leadership skills.

CONTACT

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SKILLS

- Program Management
- Marketing Strategy
- Customer Engagement
- Safety Compliance
- Team Development
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN RECREATION MANAGEMENT, COASTAL UNIVERSITY, 2015

ACHIEVEMENTS

- Awarded 'Manager of the Year' by Adventure Aquatics in 2021 for outstanding performance.
- Increased customer retention rates by 35% through enhanced service initiatives.
- Successfully led a team that achieved zero safety incidents over a two-year period.