



# MICHAEL ANDERSON

## Lead Street Performer

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### SUMMARY

Dynamic and innovative street performer with a profound ability to captivate diverse audiences through a variety of artistic expressions. Expertise in creating engaging performances that blend music, dance, and visual storytelling, resulting in memorable experiences for spectators. Adept at leveraging social media platforms to enhance visibility and drive audience engagement, thereby increasing foot traffic and revenue.

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### WORK EXPERIENCE

#### Lead Street Performer City Arts Festival

Jan 2023 - Present

- Designed and executed original performance pieces that integrated music, dance, and visual art.
- Collaborated with other artists to create multi-disciplinary shows that attracted diverse audiences.
- Utilized social media to promote performances, resulting in a 30% increase in audience attendance.
- Managed logistics and scheduling for performances across various city locations.
- Engaged with the audience post-performance to solicit feedback and enhance future shows.
- Developed partnerships with local businesses for sponsorships, increasing funding for events.

#### Street Musician Downtown Arts Collective

Jan 2020 - Dec 2022

- Performed daily in high-foot-traffic areas, showcasing musical talent and engaging passersby.
  - Utilized a variety of instruments to deliver performances that appealed to a broad audience.
  - Implemented a donation strategy that increased earnings by 25% over the summer season.
  - Organized community jam sessions, fostering collaboration among local musicians.
  - Conducted audience surveys to tailor performances to public preferences.
  - Maintained equipment and ensured compliance with local regulations for street performances.
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### EDUCATION

#### Bachelor of Fine Arts in Performing Arts, University of the Arts, 2018

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Performance Art, Audience Engagement, Social Media Marketing, Event Coordination, Collaboration, Community Outreach
- **Awards/Activities:** Awarded 'Best Street Performer' by the City Arts Council in 2022.
- **Awards/Activities:** Increased audience engagement metrics by 40% through innovative marketing strategies.
- **Awards/Activities:** Successfully organized a charity performance that raised over \$5,000 for local arts programs.
- **Languages:** English, Spanish, French