



MICHAEL ANDERSON

TRAIL SPORTS EVENT MANAGER

CONTACT

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-  San Francisco, CA

SKILLS

- event planning
- marketing strategy
- team management
- compliance
- data analysis
- community engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN SPORTS MANAGEMENT, UNIVERSITY OF OREGON

ACHIEVEMENTS

- Increased sponsorship revenue by 60% through innovative partnership strategies.
- Recognized as 'Employee of the Year' for outstanding contributions to event success in 2021.
- Successfully launched a new series of trail events that attracted over 1,000 participants in the first year.

PROFILE

Innovative and detail-oriented Trail Sports Coordinator with extensive experience in organizing competitive and recreational trail events. Expertise lies in strategic planning and execution of multi-sport events that cater to diverse audiences. Strong analytical skills enable the identification of trends and the implementation of effective marketing strategies. Demonstrated ability to lead teams effectively while fostering a collaborative environment.

EXPERIENCE

TRAIL SPORTS EVENT MANAGER

Adventure Sports Co.

2016 - Present

- Oversaw the planning and execution of over 20 trail events annually, resulting in a 35% increase in participation.
- Developed comprehensive marketing strategies that improved event visibility and brand awareness.
- Collaborated with local authorities to ensure compliance with safety regulations and environmental guidelines.
- Monitored and analyzed event metrics to enhance future event offerings and participant satisfaction.
- Trained and supervised a team of event coordinators and volunteers to ensure smooth operations.
- Established relationships with sponsors, resulting in a 50% increase in funding for events.

ASSISTANT TRAIL SPORTS COORDINATOR

Nature Trails Association

2014 - 2016

- Assisted in the organization of trail running events, contributing to a 20% increase in community engagement.
- Supported logistics management, including site selection, vendor coordination, and equipment rentals.
- Conducted participant surveys to gather feedback and implement improvements.
- Implemented social media campaigns that increased event registration by 30%.
- Coordinated volunteer recruitment and management, enhancing team effectiveness.
- Maintained detailed records of event budgets and expenditures to ensure financial accountability.