

MICHAEL ANDERSON

Trail Sports Program Manager

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Dynamic and results-oriented Trail Sports Coordinator with extensive experience in managing outdoor sports programs and fostering community engagement through innovative trail activities. Proven track record in enhancing participant experience and increasing program attendance by implementing strategic marketing initiatives and community partnerships. Expertise in developing comprehensive training programs for staff and volunteers, ensuring safety standards and environmental sustainability are upheld.

WORK EXPERIENCE

Trail Sports Program Manager | Mountain Adventure Co.

Jan 2022 – Present

- Designed and executed innovative outdoor sports programs that increased participation by 40% over two years.
- Managed a team of 15 staff members and volunteers, providing training and support to enhance service delivery.
- Developed partnerships with local businesses to secure sponsorships and resources for trail events.
- Implemented safety protocols and environmental sustainability practices, reducing incidents by 30%.
- Conducted surveys and analyzed feedback to refine program offerings and improve participant satisfaction.
- Coordinated logistics for large-scale events, including trail races and community clean-up days, ensuring seamless execution.

Outdoor Recreation Specialist | City Parks Department

Jul 2019 – Dec 2021

- Organized community outreach programs that increased awareness of trail usage and conservation.
- Conducted workshops on trail safety and navigation for local schools and community groups.
- Collaborated with environmental organizations to promote trail stewardship and wildlife conservation.
- Assisted in the development of new trail systems, enhancing accessibility and user experience.
- Managed volunteer recruitment and training for trail maintenance projects, improving community involvement.
- Evaluated program success through metrics and reporting, leading to a 25% increase in funding for trail initiatives.

SKILLS

Event planning

Budget management

Team leadership

Program development

Safety compliance

Community engagement

EDUCATION

Bachelor of Science in Outdoor Recreation Management

2014

University of Wilderness Studies

ACHIEVEMENTS

- Awarded "Best Community Program" by the National Trail Association in 2022.
- Increased program revenue by 50% through strategic marketing and partnership development.
- Successfully led a volunteer initiative that resulted in the restoration of over 10 miles of trail.

LANGUAGES

English

Spanish

French