



# MICHAEL ANDERSON

## Senior Water Sports Manager

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### SUMMARY

Dynamic and results-oriented Water Sports Manager with over 10 years of experience in the aquatic recreation industry. Proven expertise in leading diverse teams, optimizing operational processes, and enhancing customer satisfaction. Demonstrated ability to develop strategic partnerships and implement innovative programs that elevate water sports offerings. Strong background in safety management and compliance with industry regulations.

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### WORK EXPERIENCE

#### Senior Water Sports Manager Oceanic Adventures

Jan 2023 - Present

- Oversaw daily operations of water sports facilities, ensuring compliance with safety protocols.
- Developed training programs for staff, enhancing team performance and service delivery.
- Implemented marketing strategies that resulted in a 30% increase in customer engagement.
- Managed inventory and procurement of water sports equipment, optimizing cost-efficiency.
- Collaborated with local tourism boards to promote water sports activities, increasing visibility.
- Conducted regular safety audits, maintaining high standards of operation.

#### Water Sports Coordinator Seasplash Resorts

Jan 2020 - Dec 2022

- Coordinated water sports programs, ensuring a diverse range of activities for guests.
  - Facilitated training sessions for new hires, focusing on safety and customer service.
  - Monitored equipment usage and maintenance schedules, reducing downtime by 15%.
  - Engaged with customers to gather feedback, enhancing service offerings.
  - Assisted in organizing local water sports competitions, boosting community involvement.
  - Maintained records of participant safety and incident reports, ensuring compliance with regulations.
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### EDUCATION

#### Bachelor of Science in Recreation Management, University of Florida

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Leadership, Strategic Planning, Customer Service, Risk Management, Marketing, Team Development
- **Awards/Activities:** Increased annual revenue by 25% through innovative program development.
- **Awards/Activities:** Recognized as 'Manager of the Year' for exceptional service and operational excellence.
- **Awards/Activities:** Initiated a community outreach program that enhanced local engagement in water sports.
- **Languages:** English, Spanish, French