



# Michael ANDERSON

## WATER SPORTS PROGRAM MANAGER

Results-driven Water Sports Manager with a solid track record of enhancing operational efficiency and customer satisfaction in aquatic environments. Boasts over 9 years of experience in managing water sports facilities, focusing on team leadership and program development. Known for cultivating a proactive approach to safety and risk management, ensuring compliance with industry standards.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- Operational Efficiency
- Program Development
- Team Management
- Risk Assessment
- Customer Relations
- Marketing

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN  
KINESIOLOGY, UNIVERSITY OF  
WASHINGTON**

### ACHIEVEMENTS

- Achieved a 30% increase in program enrollment through targeted marketing.
- Recognized for outstanding customer service by industry association.
- Implemented a mentorship program that improved staff retention rates.

### WORK EXPERIENCE

#### WATER SPORTS PROGRAM MANAGER

Splashdown Water Park

2020 - 2025

- Designed and implemented new water sports programs, increasing participation by 45%.
- Managed a team of 20 staff members, focusing on training and development.
- Oversaw daily operations, ensuring adherence to safety regulations.
- Developed partnerships with local schools to promote aquatic education.
- Conducted regular evaluations of program effectiveness and customer satisfaction.
- Implemented a digital booking system, enhancing customer experience.

#### WATER SPORTS INSTRUCTOR

Coral Reef Adventures

2015 - 2020

- Provided hands-on instruction in various water sports, focusing on safety and technique.
- Engaged with clients to deliver personalized experiences, enhancing satisfaction.
- Assisted in organizing special events, boosting community engagement.
- Maintained equipment and ensured safe usage protocols.
- Conducted safety briefings for guests prior to activities.
- Gathered and analyzed client feedback to inform service improvements.