



# MICHAEL ANDERSON

INDEPENDENT WATERCOLOR ARTIST

## PROFILE

Innovative Watercolor Artist with an exceptional ability to translate emotional experiences into vivid watercolor compositions. Armed with a profound understanding of artistic expression and a passion for storytelling through art, this individual has garnered attention in both local and national art scenes. Proven track record in utilizing the nuances of watercolor to create evocative pieces that resonate with diverse audiences.

## EXPERIENCE

### INDEPENDENT WATERCOLOR ARTIST

#### Freelance

2016 - Present

- Created commissioned watercolor artworks for private collectors and corporate clients.
- Participated in juried art shows, consistently earning accolades for artistic excellence.
- Engaged in community art projects, enhancing public spaces with vibrant murals.
- Utilized social media platforms to reach a wider audience, growing a following by 50%.
- Developed bespoke watercolor greeting cards sold at various local boutiques.
- Collaborated with local businesses to create unique promotional art pieces.

### ART PROGRAM COORDINATOR

#### Community Art Center

2014 - 2016

- Designed and facilitated watercolor workshops for various age groups, enhancing community engagement.
- Coordinated art exhibitions that showcased local talent, increasing attendance by 25%.
- Implemented marketing strategies that boosted enrollment in art classes by 60%.
- Established partnerships with local schools to integrate art programs into their curriculum.
- Curated a traveling exhibit that highlighted the work of emerging watercolor artists.
- Managed budgets for art supplies and marketing materials, ensuring cost-effective operations.

## CONTACT

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- San Francisco, CA

## SKILLS

- artistic expression
- community engagement
- project coordination
- marketing strategies
- mural art
- social media

## LANGUAGES

- English
- Spanish
- French

## EDUCATION

MASTER OF FINE ARTS IN PAINTING,  
SCHOOL OF VISUAL ARTS

## ACHIEVEMENTS

- Featured in 'Artistic Journeys' magazine for innovative watercolor techniques.
- Awarded 'Best in Show' at the Local Art Fair in 2023.
- Secured a grant for community art projects from the State Arts Council.