

## **G Anderson Michael Lake**

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### **PROFESSIONAL EXPERIENCE**

#### **Contributor and Freelancer**

Present

The Artifice and Bad Gamer!

- Responsible for brainstorming new ideas, writing, creating, and copyediting of articles, and video production
- Actively sought new ways to engage audiences and drive foot traffic including social media trends and SEO strategies
- Kept up-to-date with vital video game and entertainment trends and news

#### **York College Bookstore, York, PA**

2012-Present

Logistics and Guest Relations

- Improved bookstore functionality and usability to increase revenue and operational efficiency
- Created and implemented documentation to standardize and improve staff performance
- Developed and Instituted policy and practice resulting in increase in staff skill and efficiency
- Worked in a customer-facing capacity to address needs and fulfill requests

#### **Working Class/ Rudy Art Glass, York, PA**

2014

Grant Writer (Internship)

- Researched existing and alternative fund raising methodology for makerspace startup
- Developed and presented strategies for improving operational fund raising efforts
- Drafted grant applications and grant organization profiles and informational reports

#### **York College of Pennsylvania**

2013 - Present

Task Force Member for the Middle-States Accreditation Review Board

- Established communication strategy for interdepartmental contact
- Interviewed critical individuals and documented process and responses
- Worked closely with Departmental heads to provide information to satisfy Standard 8 requirements
- Created and published documentation for Standard 8 filling and Middle States board to review
- Provided critical contribution to successful accreditation

## **SKILLS**

- Proficient in: Adobe Suite, Microsoft Suite, Twitter, YouTube, Facebook, WordPress, Wix, Weebly, Instagram, Pinterest, Snapchat, Twitch, Blogger, LinkedIn, Web Hosting Services, SEO principles, AdSense, Google +

## **VOLUNTEER WORK**

- Habitat for Humanity of York – Home Building
- Salvation Army – Clothing Drives and Hurricane Katrina Clean-up in Mississippi
- Student Alumni Association – Planning, organizing, and fund raising for Alumni and College events
- York College’s Philosophy Club – Co-founder, Secretary, and Treasurer

## **EDUCATION**

**York College of Pennsylvania**

York, PA

Bachelor of Art, Professional Writing

2010-2015

Minor in Film Studies

Cumulative GPA for Major-required Courses: 3.5