



MICHAEL ANDERSON

SENIOR AD OPERATIONS SPECIALIST

CONTACT

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- San Francisco, CA

SKILLS

- Digital Marketing
- Data Analytics
- Campaign Management
- Client Relations
- Team Training
- Performance Optimization

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN ADVERTISING, UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Recognized as 'Top Performer' for exceeding campaign goals in 2019.
- Successfully improved ad click-through rates by 30% through targeted strategies.
- Developed training materials that enhanced team efficiency and productivity.

PROFILE

Dynamic Ad Operations Specialist with a robust background in digital marketing and a strong focus on data analytics. Over eight years of experience in orchestrating successful advertising campaigns across diverse platforms, leveraging insights to enhance performance and drive engagement. Expertise in managing relationships with media vendors and clients, ensuring alignment with strategic objectives.

EXPERIENCE

SENIOR AD OPERATIONS SPECIALIST

Innovative Media Group

2016 - Present

- Oversaw the execution of multi-channel ad campaigns, achieving a 40% increase in engagement rates.
- Utilized Adobe Advertising Cloud for comprehensive campaign management and optimization.
- Developed and implemented data-driven strategies to enhance targeting accuracy.
- Collaborated with analytics teams to refine reporting processes and metrics.
- Trained and mentored junior team members, enhancing overall departmental performance.
- Conducted regular audits of ad placements to ensure compliance with brand standards.

AD OPERATIONS ANALYST

NextGen Advertising

2014 - 2016

- Supported the launch and monitoring of targeted ad campaigns across digital channels.
- Analyzed campaign performance data and provided insights to inform strategic decisions.
- Assisted in optimizing ad spend, resulting in a 25% reduction in costs.
- Collaborated with creative teams to ensure ad quality and compliance.
- Maintained effective communication with clients to ensure campaign alignment.
- Utilized Google Analytics for performance tracking and reporting.