



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Campaign Management
- Audience Segmentation
- Performance Measurement
- Programmatic Advertising
- Data Interpretation
- Client Engagement

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Marketing, University of Florida

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

AD CAMPAIGN MANAGER

Strategic Ad Operations Specialist with extensive experience in digital advertising and campaign management. Over six years of expertise in leveraging technology and analytics to drive effective marketing strategies. Demonstrates a thorough understanding of programmatic advertising, audience segmentation, and performance measurement. Proven ability to manage complex ad operations while ensuring alignment with broader business objectives.

PROFESSIONAL EXPERIENCE

Elite Digital Agency

Mar 2018 - Present

Ad Campaign Manager

- Directed the planning and execution of over 100 advertising campaigns, achieving a 50% increase in audience reach.
- Utilized programmatic platforms to optimize ad delivery and performance.
- Collaborated with creative teams to develop engaging ad content.
- Monitored campaign performance and adjusted strategies in real time.
- Prepared detailed reports for clients outlining campaign performance and recommendations.
- Conducted competitor analysis to inform strategic direction and positioning.

Media Solutions Group

Dec 2015 - Jan 2018

Ad Operations Associate

- Assisted in managing the execution of digital ad campaigns across various platforms.
- Utilized tracking tools to monitor ad performance and optimize placements.
- Collaborated with sales teams to ensure alignment on client objectives.
- Maintained documentation of campaign processes and best practices.
- Conducted post-campaign analysis to assess overall effectiveness.
- Participated in client meetings to discuss campaign progress and insights.

ACHIEVEMENTS

- Awarded 'Best Campaign' for innovative strategies implemented in 2020.
- Improved campaign efficiency by 30% through optimization techniques.
- Developed a comprehensive training program for new hires, enhancing onboarding processes.