



Michael

ANDERSON

DIGITAL AD SPECIALIST

Results-driven Ad Operations Specialist with five years of experience in digital advertising and media buying. Demonstrated expertise in managing end-to-end campaign operations, from initial planning to execution and analysis. Adept at utilizing various ad serving technologies and analytics platforms to maximize campaign effectiveness. Proven ability to work collaboratively with cross-functional teams to ensure alignment on marketing objectives.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Advertising
- Media Buying
- Campaign Analysis
- Ad Serving Technologies
- Team Collaboration
- Performance Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF TEXAS AT AUSTIN

ACHIEVEMENTS

- Achieved a 20% increase in ad engagement through targeted optimizations.
- Recognized for exceptional support during high-volume campaign periods.
- Contributed to the successful launch of ten major campaigns in one year.

WORK EXPERIENCE

DIGITAL AD SPECIALIST

Ad Innovators

2020 - 2025

- Managed the execution of digital ad campaigns across social media and search engines.
- Utilized Facebook Ads Manager and Google Ads for campaign setup and monitoring.
- Analyzed performance metrics to inform optimization strategies.
- Collaborated with design teams to create engaging ad creatives.
- Maintained campaign documentation and performance reports.
- Participated in strategy meetings to align on marketing goals.

AD OPERATIONS TRAINEE

Marketing Dynamics

2015 - 2020

- Supported senior team members in managing digital advertising campaigns.
- Assisted in the setup of ad accounts and monitoring performance.
- Participated in the analysis of campaign data to identify trends and insights.
- Maintained communication with clients regarding campaign updates.
- Helped prepare performance reports for stakeholder review.
- Engaged in ongoing training to develop industry knowledge and skills.