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## SKILLS

- Ad Operations
- Campaign Coordination
- Data Analysis
- Team Collaboration
- Performance Optimization
- Client Communication

## EDUCATION

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF MICHIGAN**

## LANGUAGE

- English
- Spanish
- German

## ACHIEVEMENTS

- Successfully improved ad performance by 15% through targeted optimizations.
- Recognized for outstanding contributions during high-stakes campaign launches.
- Developed a resource guide for new team members to enhance onboarding experiences.

# Michael Anderson

## AD OPERATIONS EXECUTIVE

Detail-oriented Ad Operations Specialist with a strong foundation in digital marketing and campaign optimization. Over four years of experience in managing ad operations across various platforms, with a focus on enhancing performance and achieving client objectives. Exceptional analytical skills and a commitment to leveraging data to drive decision-making processes. Proven ability to collaborate effectively with creative and technical teams to deliver high-quality advertising solutions.

## EXPERIENCE

### AD OPERATIONS EXECUTIVE

Creative Media Agency

2016 - Present

- Coordinated the execution of digital ad campaigns, ensuring timely delivery and performance tracking.
- Utilized ad serving platforms to manage campaign placements and monitor performance.
- Conducted regular performance reviews to optimize ad strategies.
- Collaborated with account managers to align on client campaign goals.
- Maintained comprehensive records of campaign processes and outcomes.
- Participated in brainstorming sessions for creative ad concepts.

### JUNIOR AD OPERATIONS SPECIALIST

Digital Marketing Agency

2014 - 2016

- Assisted in the management of digital advertising campaigns across multiple platforms.
- Supported the analysis of campaign performance data.
- Maintained communication with internal teams to ensure cohesive operations.
- Helped prepare performance reports for clients and stakeholders.
- Engaged in training sessions to enhance industry knowledge.
- Contributed to the development of best practices for ad operations.