



MICHAEL ANDERSON

Ad Operations Assistant

Motivated Ad Operations Specialist with three years of experience in the digital advertising landscape. Demonstrates a strong understanding of ad technologies and campaign management processes. Proven ability to effectively support the execution of ad campaigns, ensuring alignment with client objectives and key performance indicators. Adept at using analytics tools to track performance and inform optimization strategies.

WORK EXPERIENCE

Ad Operations Assistant

2020-2023

Next Level Advertising

- Supported the execution of digital ad campaigns across various platforms.
- Monitored ad performance metrics and provided insights for optimization.
- Assisted in the preparation of campaign reports for clients.
- Maintained communication with internal teams to ensure campaign alignment.
- Participated in training sessions to develop skills in ad operations.
- Helped compile best practices documentation for team reference.

Marketing Intern

2019-2020

Digital Marketing Co.

- Assisted in the management of social media advertising campaigns.
- Conducted research on industry trends to support campaign strategies.
- Supported the team in creating engaging ad content.
- Helped analyze campaign performance data for reporting.
- Maintained documentation of campaign processes.
- Engaged in team meetings to discuss ongoing projects and strategies.

ACHIEVEMENTS

- Contributed to a 10% increase in campaign performance through optimization efforts.
- Recognized for exceptional support during the busiest campaign seasons.
- Participated in the successful launch of five major advertising campaigns.

CONTACT

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EDUCATION

Bachelor of Arts in Marketing

University of North Carolina

2016-2020

SKILLS

- Digital Advertising
- Campaign Management
- Analytics Tools
- Team Support
- Performance Tracking
- Research Skills

LANGUAGES

- English
- Spanish
- French