MA

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📍 San Francisco, CA

🌐 www.michaelanderson.com

SKILLS

- data analysis
- digital marketing
- Google Analytics
- SEMrush
- campaign development
- collaboration

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF FLORIDA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased client engagement by 25% through targeted ad strategies.
- Recognized as Employee of the Month for outstanding contributions in Q3 2021.
- Successfully managed a $200,000 advertising budget with positive outcomes.

Michael Anderson

DIGITAL ADVERTISING ANALYST

Dynamic Advertising Analyst with a passion for data-driven marketing strategies and a comprehensive understanding of digital advertising landscapes. Over four years of experience in analyzing advertising performance metrics and developing insights that enhance campaign effectiveness. Skilled in the use of various analytics tools to extract valuable data that informs strategic decisions.

EXPERIENCE

DIGITAL ADVERTISING ANALYST

NextGen Marketing

2016 - Present

- Analyzed digital advertising performance to identify areas for improvement.
- Developed insights that guided marketing strategies for multiple clients.
- Utilized Google Analytics and SEMrush for data analysis.
- Collaborated with creative teams on campaign development.
- Monitored industry trends to inform advertising tactics.
- Prepared performance reports for client meetings.

ADVERTISING COORDINATOR

Creative Branding Agency

2014 - 2016

- Assisted in the execution of advertising campaigns across digital platforms.
- Conducted market research to support advertising strategies.
- Monitored campaign performance metrics and provided insights.
- Collaborated with designers to create compelling ad content.
- Participated in client meetings to discuss campaign strategies.
- Contributed to the development of marketing materials.