



MICHAEL ANDERSON

ADVERTISING COMPLIANCE MANAGER

PROFILE

Accomplished Advertising Compliance Executive with a robust background in regulatory oversight and risk management within the advertising domain. Possesses a keen understanding of the interplay between advertising strategies and legal requirements, enabling the development of proactive compliance measures. Demonstrates exemplary leadership capabilities, fostering a culture of compliance through effective stakeholder engagement and training initiatives.

EXPERIENCE

ADVERTISING COMPLIANCE MANAGER

Leading Media Corporation

2016 - Present

- Managed compliance assessment processes for advertising campaigns across multiple platforms.
- Led a team of compliance analysts to ensure adherence to advertising regulations.
- Engaged with external auditors to evaluate compliance effectiveness.
- Implemented compliance training programs tailored to diverse teams.
- Reviewed and approved advertising content for regulatory compliance.
- Developed metrics to assess compliance performance and identify improvement areas.

COMPLIANCE SPECIALIST

Digital Marketing Agency

2014 - 2016

- Conducted compliance audits on digital advertising campaigns.
- Collaborated with creative teams to ensure compliance in ad content.
- Maintained up-to-date knowledge of advertising laws and regulations.
- Assisted in the development of internal compliance policies.
- Prepared compliance reports for management review and regulatory bodies.
- Facilitated training sessions to promote compliance awareness.

CONTACT

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SKILLS

- Regulatory Compliance
- Risk Management
- Team Leadership
- Auditing
- Training
- Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF COMMERCE, 2013

ACHIEVEMENTS

- Achieved a 40% reduction in compliance breaches over two years.
- Recognized as 'Employee of the Year' for outstanding compliance contributions.
- Developed a compliance toolkit that streamlined review processes.