



MICHAEL ANDERSON

DIGITAL ADVERTISING CONSULTANT

PROFILE

Accomplished advertising consultant specializing in digital marketing and brand development. With over 12 years of experience, a comprehensive understanding of the digital landscape has been cultivated, enabling the creation of innovative advertising strategies that resonate with target audiences. Expertise in employing advanced analytics tools to monitor campaign performance and optimize advertising spend.

EXPERIENCE

DIGITAL ADVERTISING CONSULTANT

NextGen Marketing Group

2016 - Present

- Designed and implemented comprehensive digital marketing strategies.
- Utilized SEO and SEM techniques to enhance online visibility.
- Managed PPC campaigns, optimizing budgets for maximum ROI.
- Analyzed web traffic data to refine advertising tactics.
- Developed and maintained client relationships to ensure satisfaction.
- Conducted workshops on digital marketing trends for clients.

BRAND STRATEGIST

Visionary Brands Inc.

2014 - 2016

- Developed brand positioning strategies for new product launches.
- Conducted competitive analysis to inform marketing strategies.
- Collaborated with creative teams to produce engaging advertising content.
- Facilitated focus groups to gather consumer insights.
- Managed project timelines and budgets to ensure successful delivery.
- Presented strategic recommendations to executive leadership.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- digital strategy
- brand management
- market analysis
- analytics tools
- client engagement
- project management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING -
NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased brand awareness for multiple clients by over 40%.
- Successfully led a team that won the 'Digital Marketing Excellence Award'.
- Achieved a 25% reduction in client advertising costs through strategic planning.