



MICHAEL ANDERSON

Senior Advertising Operations Manager

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SUMMARY

Distinguished Advertising Operations Executive with extensive expertise in orchestrating high-impact advertising campaigns across multiple platforms. Proven track record of enhancing operational efficiency and driving revenue growth through strategic planning and execution. Adept at leveraging advanced analytics to optimize ad performance and maximize client satisfaction. Recognized for cultivating strong relationships with stakeholders and leading cross-functional teams to deliver comprehensive advertising solutions.

WORK EXPERIENCE

Senior Advertising Operations Manager Global Media Group

Jan 2023 - Present

- Oversaw the execution of multi-channel advertising campaigns, ensuring alignment with strategic objectives.
- Managed a portfolio of high-value clients, delivering tailored advertising solutions that increased ROI.
- Utilized data analytics tools to track campaign performance and derive actionable insights.
- Coordinated with creative and technical teams to develop innovative ad formats and placements.
- Streamlined operational processes, reducing turnaround times by 20%.
- Trained and mentored junior staff, fostering professional development and enhancing team capabilities.

Advertising Operations Specialist Digital Ad Solutions

Jan 2020 - Dec 2022

- Executed digital advertising campaigns across social media and programmatic platforms.
 - Monitored campaign metrics and prepared performance reports for stakeholders.
 - Collaborated with sales teams to ensure seamless ad placement and delivery.
 - Implemented optimization strategies that improved click-through rates by 15%.
 - Developed and maintained client relationships, addressing inquiries and providing support.
 - Assisted in budget management and forecasting for advertising initiatives.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Campaign Management, Data Analytics, Client Relations, Process Optimization, Team Leadership, Digital Marketing
- **Awards/Activities:** Increased client retention rates by 30% through exceptional service delivery.
- **Awards/Activities:** Received 'Employee of the Year' award for outstanding contributions to campaign success.
- **Awards/Activities:** Successfully launched a new advertising product that generated \$1M in revenue within the first year.
- **Languages:** English, Spanish, French