



Phone: (555) 234-5678

Email: michael.anderson@email.com

Address: San Francisco, CA

Website: www.michaelanderson.com

EXPERTISE SKILLS

- Programmatic Advertising
- Data Analysis
- Audience Targeting
- Cross-Functional Leadership
- Client Presentations
- Market Research

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Advertising, University of Southern California

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

PROGRAMMATIC ADVERTISING MANAGER

Strategic Advertising Operations Executive with a profound understanding of the intersection between technology and advertising. Expertise in utilizing programmatic advertising solutions to enhance campaign performance and drive customer engagement. Known for developing and implementing data-driven strategies that significantly improve client outcomes and operational efficiency. Proven ability to lead cross-departmental teams in the execution of complex advertising projects, ensuring timely delivery and adherence to budgetary constraints.

PROFESSIONAL EXPERIENCE

Tech Ad Innovators

Mar 2018 - Present

Programmatic Advertising Manager

- Managed end-to-end programmatic advertising campaigns, optimizing for maximum reach and engagement.
- Analyzed real-time data to adjust campaign parameters and improve performance metrics.
- Collaborated with data scientists to develop predictive models for audience targeting.
- Trained team members on programmatic tools and best practices.
- Established partnerships with technology vendors to enhance advertising capabilities.
- Delivered presentations to clients, showcasing campaign results and insights.

AdTech Solutions

Dec 2015 - Jan 2018

Digital Marketing Analyst

- Conducted thorough analysis of digital marketing campaigns to assess effectiveness.
- Utilized various analytics platforms to track user engagement and conversion rates.
- Supported the development of digital strategies based on market research.
- Created comprehensive reports for stakeholders, summarizing key findings.
- Assisted in the management of social media advertising initiatives.
- Collaborated with creative teams to ensure alignment with brand messaging.

ACHIEVEMENTS

- Increased programmatic campaign performance by 35% through strategic optimizations.
- Recognized for exceptional data analysis skills, receiving the 'Data Champion' award.
- Successfully implemented a new advertising software, resulting in a 25% increase in operational efficiency.