



MICHAEL ANDERSON

Client Services Director

Proficient Advertising Operations Executive with a strong emphasis on client relationship management and operational excellence. Expertise in developing and executing advertising strategies that align with client objectives and drive measurable results. Known for a meticulous approach to project management, ensuring timely delivery and adherence to budget constraints. Demonstrated ability to foster long-term partnerships with clients, enhancing loyalty and satisfaction.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Communication

University of Florida
2016-2020

SKILLS

- Client Relationship Management
- Project Management
- Strategic Planning
- Quality Assurance
- Team Collaboration
- Budget Management

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Client Services Director

2020-2023

Premier Advertising Agency

- Managed client accounts, ensuring alignment with advertising goals and expectations.
- Developed strategic advertising plans tailored to individual client needs.
- Oversaw project timelines and deliverables, maintaining high quality standards.
- Conducted regular client meetings to review campaign performance and gather feedback.
- Collaborated with creative teams to produce effective advertising content.
- Implemented processes that improved client satisfaction scores by 20%.

Advertising Operations Associate

2019-2020

Impact Media Group

- Assisted in the execution of advertising campaigns, ensuring adherence to timelines.
- Maintained documentation of project progress and performance metrics.
- Supported client communications, addressing inquiries and providing updates.
- Monitored industry trends to inform advertising strategies.
- Collaborated with teams to ensure cohesive messaging across campaigns.
- Contributed to budget tracking and forecasting for advertising initiatives.

ACHIEVEMENTS

- Achieved a 30% increase in client retention rates through enhanced service delivery.
- Recognized for outstanding client feedback, receiving 'Client Champion' award.
- Successfully led a project that streamlined operations, reducing costs by 15%.