

MICHAEL ANDERSON

Performance Analyst

- San Francisco, CA
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Dynamic Advertising Performance Analyst with a comprehensive background in digital marketing and a focus on data-driven decision-making. Expertise in analyzing advertising performance metrics to inform strategic advertising initiatives. Highly skilled in utilizing industry-standard analytics tools to derive actionable insights that enhance campaign effectiveness. A collaborative professional with a proven track record of working effectively with cross-functional teams to achieve organizational goals.

WORK EXPERIENCE

Performance Analyst | Creative Ad Solutions

Jan 2022 – Present

- Analyzed advertising performance across various digital platforms.
- Utilized Google Analytics and SEMrush for data collection and analysis.
- Collaborated with design teams to enhance ad creatives based on performance data.
- Developed comprehensive reports on campaign success metrics.
- Implemented tracking mechanisms to improve data accuracy.
- Participated in strategic planning sessions to align advertising objectives.

Marketing Data Intern | Next Level Media

Jul 2019 – Dec 2021

- Assisted in analyzing marketing campaign data for performance insights.
- Supported the preparation of reports summarizing advertising effectiveness.
- Engaged in data entry and quality assurance to maintain accuracy.
- Participated in team brainstorming sessions for campaign development.
- Utilized Power BI for data visualization and reporting.
- Conducted competitor research to inform advertising strategies.

SKILLS

data-driven decision-making

analytics tools

campaign metrics

Google Analytics

SEMrush

reporting

teamwork

EDUCATION

Bachelor of Arts in Digital Marketing

2015 – 2019

College of Digital Strategies

ACHIEVEMENTS

- Achieved a 30% increase in ad engagement through targeted optimizations.
- Received 'Intern of the Month' recognition for outstanding performance.
- Contributed to a successful campaign that increased brand awareness by 25%.

LANGUAGES

English

Spanish

French