



MICHAEL ANDERSON

LEAD ADVERTISING RESEARCH ANALYST

CONTACT

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-  San Francisco, CA

SKILLS

- quantitative analysis
- statistical modeling
- data visualization
- consumer behavior
- project leadership
- strategic communication

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN MARKETING
ANALYTICS - NEW YORK UNIVERSITY**

ACHIEVEMENTS

- Boosted campaign engagement rates by 40% through targeted research insights.
- Recognized with an internal award for excellence in research methodology.
- Led a research initiative that resulted in a 20% increase in customer retention rates.

PROFILE

Accomplished Advertising Research Analyst with a robust background in quantitative research and statistical modeling. Recognized for transforming complex datasets into clear, actionable insights that drive advertising effectiveness. Proficient in employing a variety of research methodologies, including surveys, experiments, and observational studies to inform strategic marketing initiatives. Demonstrates a strong ability to communicate findings to diverse stakeholders, ensuring alignment and clarity throughout the project lifecycle.

EXPERIENCE

LEAD ADVERTISING RESEARCH ANALYST

Global Market Insights

2016 - Present

- Directed quantitative research projects, utilizing statistical software to analyze consumer data.
- Developed predictive models that improved targeting accuracy for advertising campaigns.
- Collaborated with marketing teams to align research findings with business objectives.
- Created and presented comprehensive reports to executive leadership, driving strategic initiatives.
- Managed vendor relationships to enhance data collection processes.
- Trained and supervised a team of analysts in best practices for data interpretation.

ADVERTISING RESEARCH ASSOCIATE

Insightful Advertising Group

2014 - 2016

- Assisted in the design and execution of consumer surveys and focus groups.
- Analyzed data to identify key consumer insights and trends.
- Supported the development of advertising strategies through detailed research reports.
- Monitored competitor advertising strategies to inform company tactics.
- Utilized data visualization tools to present findings effectively.
- Engaged in continuous learning to enhance research methodologies and tools.