



MICHAEL ANDERSON

AFFILIATE MARKETING DIRECTOR

PROFILE

Dynamic Affiliate Marketing Manager with a robust background in performance marketing and a strong focus on driving strategic partnerships. Distinguished by a comprehensive understanding of digital marketing ecosystems, this professional excels in leveraging analytics to inform strategic decisions and enhance campaign effectiveness. Proven ability to identify and onboard high-quality affiliates, resulting in sustained revenue growth.

EXPERIENCE

AFFILIATE MARKETING DIRECTOR

Tech Solutions Group

2016 - Present

- Directed the affiliate marketing strategy that resulted in a 40% increase in sales over 18 months.
- Established a comprehensive training program for affiliates, enhancing their engagement and performance.
- Leveraged marketing automation tools to streamline campaign execution and reporting.
- Analyzed affiliate performance data to refine targeting and optimize marketing spend.
- Developed strong partnerships with affiliate networks to expand program reach.
- Presented quarterly performance metrics to executive leadership, driving strategic insights.

AFFILIATE COORDINATOR

Online Retail Corp.

2014 - 2016

- Assisted in the management of affiliate marketing programs, contributing to a 30% increase in affiliate-driven traffic.
- Maintained affiliate communication to ensure alignment with brand messaging and promotions.
- Conducted competitor analysis to identify industry trends and opportunities for growth.
- Utilized Google Analytics and other tools to track campaign performance metrics.
- Collaborated with creative teams to develop compelling promotional content for affiliates.
- Supported the execution of affiliate events and webinars to enhance engagement.

CONTACT

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SKILLS

- Performance Marketing
- Partnership Development
- Marketing Analytics
- Campaign Management
- Team Leadership
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING
CONCENTRATION, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Achieved a 200% increase in affiliate engagement metrics within one year.
- Recipient of the 'Excellence in Marketing' award for innovative campaign strategies.
- Successfully launched a new affiliate incentive program that improved retention rates.