

MICHAEL ANDERSON

Marketing Data Scientist

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Proactive AI Optimization Engineer with a unique blend of technical and business acumen, specializing in optimizing marketing analytics through AI solutions. With over 6 years of experience in the digital marketing sector, I have successfully developed AI-driven strategies that enhance campaign performance and customer targeting. My expertise includes machine learning, data mining, and statistical analysis, which I leverage to derive actionable insights from large datasets.

WORK EXPERIENCE

Marketing Data Scientist | Digital Marketing Innovations

Jan 2022 – Present

- Developed machine learning models that improved campaign targeting, resulting in a 30% increase in conversion rates.
- Analyzed customer data to identify purchasing patterns and inform marketing strategies.
- Collaborated with creative teams to design data-driven marketing campaigns.
- Utilized tools like Python and SQL for data analysis and reporting.
- Conducted A/B testing to measure campaign effectiveness and optimize results.
- Presented analytical insights to upper management, influencing marketing direction.

Business Analyst | E-Commerce Strategies Inc.

Jul 2019 – Dec 2021

- Conducted market research to inform product launch strategies, enhancing market fit.
- Worked with cross-functional teams to implement data-driven initiatives across departments.
- Utilized Excel and SQL for data analysis, providing insights for strategic planning.
- Created dashboards for monitoring key performance indicators, driving efficiency.
- Presented findings to stakeholders, fostering data-driven decision-making.
- Participated in business strategy sessions to align data initiatives with company goals.

SKILLS

Python SQL Machine Learning Data Analysis Marketing Analytics A/B Testing

EDUCATION

Bachelor of Science in Marketing Analytics

2015

University of Commerce

ACHIEVEMENTS

- Increased ROI on marketing campaigns by 25% through optimized targeting strategies.
- Received recognition for outstanding contributions to digital marketing initiatives.
- Successfully launched a new product line that exceeded sales targets by 20%.

LANGUAGES

English Spanish French