

# MICHAEL ANDERSON

Campaign Analytics Consultant

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Creative Analytics Consultant with over 9 years of experience in the advertising industry, focusing on campaign analytics and performance tracking. I specialize in translating complex data into meaningful insights that drive marketing strategies and enhance ROI. My expertise in tools such as Google Analytics, SQL, and Tableau allows me to effectively track and report on campaign performance across multiple channels.

## WORK EXPERIENCE

### Campaign Analytics Consultant | AdWorks Agency

Jan 2022 – Present

- Analyzed multi-channel campaign data, leading to a 30% improvement in overall campaign ROI.
- Developed dashboards in Tableau for real-time performance tracking of marketing initiatives.
- Collaborated with creative teams to design data-driven marketing strategies.
- Conducted post-campaign analysis to identify areas for improvement in future initiatives.
- Utilized SQL for data extraction, enhancing reporting accuracy by 20%.
- Presented insights to clients, influencing strategic marketing decisions.

### Data Analyst | Creative Solutions Inc.

Jul 2019 – Dec 2021

- Utilized Google Analytics to monitor website performance, increasing traffic by 25%.
- Created reports on user behavior, informing website optimization strategies.
- Collaborated with marketing teams to conduct A/B testing, enhancing campaign effectiveness.
- Presented findings on audience insights to enhance targeting strategies.
- Developed visualizations that highlighted key marketing metrics for stakeholders.
- Contributed to the development of a data-driven marketing playbook.

## SKILLS

Google Analytics SQL Tableau Campaign Analytics Performance Tracking Data Visualization

## EDUCATION

### Bachelor's in Marketing Analytics

2015 – 2019

University of Advertising

## ACHIEVEMENTS

- Honored with a 'Best Campaign' award for data-driven marketing strategy implementation.
- Increased client satisfaction scores by 20% through effective analytics presentations.
- Successfully led a project that enhanced digital advertising performance by 30%.

## LANGUAGES

English Spanish French