



Michael

ANDERSON

DIGITAL AUDIENCE STRATEGIST

Dynamic Audience Planning Specialist with a focus on leveraging technology and analytics to drive audience engagement. Possesses a comprehensive understanding of digital marketing landscapes and emerging trends. Expertise in utilizing advanced data analytics tools to craft targeted marketing strategies that resonate with specific consumer segments. Demonstrates a strong ability to collaborate with diverse teams to implement innovative audience engagement tactics.

CONTACT

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- San Francisco, CA

SKILLS

- Digital marketing
- Data analytics
- Social media strategy
- Audience engagement
- Performance monitoring
- Client collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, UNIVERSITY OF
MICHIGAN, 2019**

ACHIEVEMENTS

- Increased social media engagement by 50% through targeted campaigns.
- Recognized as 'Top Performer' for outstanding contributions to audience strategies.
- Improved audience retention rates by 20% over one year.

WORK EXPERIENCE

DIGITAL AUDIENCE STRATEGIST

NextGen Marketing

2020 - 2025

- Developed audience engagement strategies to enhance digital presence.
- Utilized social media analytics to inform audience targeting.
- Collaborated with content creators to align messaging with audience interests.
- Monitored campaign performance metrics to optimize strategies.
- Implemented feedback loops to refine audience engagement tactics.
- Trained teams on digital marketing tools and analytics.

AUDIENCE INSIGHTS CONSULTANT

Data-Driven Strategies

2015 - 2020

- Provided insights on audience behavior to inform marketing campaigns.
- Conducted workshops on data-driven marketing strategies.
- Developed detailed reports on audience engagement trends.
- Collaborated with clients to tailor audience strategies to their needs.
- Utilized advanced analytics tools to track audience performance.
- Presented findings to executive teams for strategic planning.