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SKILLS

- Data analytics
- Audience development
- Strategic marketing
- Campaign effectiveness
- Training facilitation
- Market analysis

EDUCATION

MASTER OF ARTS IN MARKETING, NEW YORK UNIVERSITY, 2017

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Achieved a 35% increase in audience engagement through strategic initiatives.
- Received 'Innovation Award' for outstanding audience development strategies.
- Successfully launched multiple campaigns that exceeded engagement targets.

Michael Anderson

AUDIENCE DEVELOPMENT MANAGER

Innovative Audience Planning Specialist with a strong emphasis on data analytics and strategic marketing. Expertise in crafting audience-centric marketing strategies that foster engagement and drive growth.

Demonstrates an exceptional ability to synthesize complex data into actionable insights, facilitating informed marketing decisions. Proven experience in collaborating with cross-functional teams to enhance audience targeting and improve campaign effectiveness.

EXPERIENCE

AUDIENCE DEVELOPMENT MANAGER

Creative Marketing Agency

2016 - Present

- Designed and implemented audience development strategies to increase reach.
- Utilized data analytics to refine audience targeting methodologies.
- Collaborated with creative teams to enhance campaign messaging.
- Developed metrics to assess audience engagement and campaign effectiveness.
- Conducted training sessions on audience analytics tools.
- Presented results to stakeholders, driving strategic initiatives.

MARKETING ANALYST

Strategic Insights Group

2014 - 2016

- Analyzed market data to identify audience trends and preferences.
- Developed audience segmentation models to enhance targeting.
- Collaborated with marketing teams to optimize campaign performance.
- Created reports on audience engagement metrics for stakeholders.
- Monitored competitor strategies to inform audience positioning.
- Provided recommendations for improving audience engagement.