

MICHAEL ANDERSON

Digital Marketing Coordinator

- San Francisco, CA
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Dynamic B2B Trade Specialist with a focus on digital marketing strategies to enhance trade visibility and engagement. Expertise in leveraging social media and online platforms to drive B2B sales and establish brand authority in the trade sector. Proven ability to develop and implement comprehensive marketing campaigns that resonate with target audiences.

WORK EXPERIENCE

Digital Marketing Coordinator | Trade Marketing Agency

Jan 2022 – Present

- Developed and executed digital marketing strategies for B2B trade.
- Managed social media accounts to enhance brand visibility.
- Created engaging content for newsletters and online platforms.
- Analyzed website traffic to optimize digital campaigns.
- Collaborated with sales teams to align marketing efforts.
- Tracked and reported on marketing campaign performance metrics.

Marketing Assistant | Trade Solutions Group

Jul 2019 – Dec 2021

- Assisted in the development of marketing materials for trade shows.
- Conducted market research to identify consumer trends.
- Supported the execution of promotional campaigns.
- Coordinated logistics for trade events and exhibitions.
- Maintained databases for client and lead tracking.
- Contributed to the creation of marketing presentations for stakeholders.

SKILLS

digital marketing

content creation

social media management

campaign analysis

B2B sales

market research

EDUCATION

Bachelor of Arts in Marketing

2015 – 2019

2019

ACHIEVEMENTS

- Increased social media engagement by 60% through targeted campaigns.
- Recognized for outstanding contributions to digital marketing initiatives.
- Boosted website traffic by 40% through SEO strategies.

LANGUAGES

English

Spanish

French