



Phone: (555) 234-5678

Email: michael.anderson@email.com

Address: San Francisco, CA

Website: www.michaelanderson.com

## EXPERTISE SKILLS

- digital strategy
- analytics
- programmatic buying
- social media marketing
- collaboration
- campaign management

## LANGUAGES

- English
- Spanish
- French

## CERTIFICATION

- Bachelor of Science in Digital Marketing, University of Florida

## REFERENCES

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## DIGITAL MEDIA STRATEGIST

Dynamic and results-driven media planner with a focus on digital channels and emerging technologies. Expertise in crafting innovative media strategies that leverage the latest digital marketing trends to enhance brand engagement and drive customer acquisition. Adept at utilizing analytics to measure campaign effectiveness and optimize performance across diverse platforms. Strong collaborator with the ability to work closely with creative and technical teams to deliver cohesive marketing solutions.

## PROFESSIONAL EXPERIENCE

### **Tech-Forward Marketing Agency**

*Mar 2018 - Present*

#### Digital Media Strategist

- Designed and implemented innovative digital media strategies tailored to client objectives.
- Leveraged social media analytics to inform campaign adjustments and improve engagement.
- Collaborated with design teams to create compelling ad content that resonates with target audiences.
- Monitored and reported on digital campaign performance metrics to stakeholders.
- Utilized programmatic advertising tools to optimize media buying efficiency.
- Conducted A/B testing to refine messaging and improve conversion rates.

### **Digital Agency Group**

*Dec 2015 - Jan 2018*

#### Junior Media Planner

- Supported senior planners in developing integrated media strategies for various clients.
- Assisted in managing digital advertising campaigns across multiple platforms.
- Conducted audience research to inform campaign targeting strategies.
- Compiled performance reports and presented insights to the team.
- Engaged in creative brainstorming sessions to enhance campaign ideas.
- Maintained up-to-date knowledge of digital marketing trends and tools.

## ACHIEVEMENTS

- Achieved a 50% increase in engagement rates for key digital campaigns.
- Recognized for innovative use of technology in campaign execution.
- Successfully managed a digital campaign that resulted in a 20% increase in sales.