



MICHAEL ANDERSON

Marketing Manager

Innovative Dairy Science Specialist with a rich background in dairy marketing and consumer engagement, possessing over 6 years of experience in promoting dairy products and enhancing brand visibility. Expertise in developing and executing marketing strategies that resonate with target audiences, utilizing both traditional and digital platforms. Proven success in managing promotional campaigns and fostering relationships with retailers and distributors.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing
University of Marketing Sciences
2016

SKILLS

- Marketing strategy
- brand management
- consumer engagement
- digital marketing
- market analysis
- campaign management

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Marketing Manager 2020-2023

Dairy Delight Co.

- Developed and executed marketing campaigns for dairy products.
- Conducted market research to identify consumer preferences.
- Managed social media presence and online engagement.
- Collaborated with sales teams to enhance product visibility.
- Organized promotional events to boost consumer awareness.
- Analyzed campaign performance and adjusted strategies accordingly.

Brand Coordinator 2019-2020

Fresh Dairy Products

- Assisted in the development of branding strategies.
- Coordinated advertising efforts across multiple channels.
- Monitored competitor marketing activities and trends.
- Supported product launches and promotional initiatives.
- Developed content for marketing materials and websites.
- Organized focus groups to gather consumer feedback.

ACHIEVEMENTS

- Increased brand awareness by 40% through targeted campaigns.
- Recipient of the Marketing Excellence Award in 2021.
- Successfully launched a new product line that exceeded sales targets.