



Michael

ANDERSON

MARKETING MANAGER

Experienced Dairy Technology Specialist with a strong focus on dairy product marketing and consumer behavior analysis, possessing over 9 years of experience in the dairy industry. Expertise in developing marketing strategies that resonate with consumers and enhance brand loyalty. Proven ability to analyze market trends and consumer preferences to inform product development and promotional campaigns.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Marketing strategy
- Consumer analysis
- Social media management
- Project management
- Brand development
- Market research

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF FLORIDA**

ACHIEVEMENTS

- Increased brand recognition by 35% through targeted marketing efforts.
- Received the Marketing Excellence Award for innovative campaign design.
- Successfully launched three new dairy products that exceeded sales targets.

WORK EXPERIENCE

MARKETING MANAGER

Dairy Brand Marketing

2020 - 2025

- Developed and executed marketing campaigns that increased sales by 20%.
- Conducted market research to gauge consumer preferences and trends.
- Managed social media accounts, increasing engagement by 50%.
- Collaborated with product development teams to align marketing strategies.
- Organized promotional events that enhanced brand visibility.
- Analyzed campaign performance metrics to inform future strategies.

PRODUCT DEVELOPMENT COORDINATOR

Dairy Product Innovations

2015 - 2020

- Assisted in the development of new dairy products based on consumer feedback.
- Conducted competitive analysis to identify market opportunities.
- Coordinated with sales teams to support product launches.
- Developed promotional materials to support marketing efforts.
- Facilitated focus groups to gather consumer insights.
- Tracked product performance and reported findings to stakeholders.