



MICHAEL ANDERSON

Integrated Marketing Manager

Results-driven Digital Advertising Executive with a wealth of experience in integrated marketing communications. Specializes in developing and executing comprehensive digital advertising strategies that align with corporate objectives and enhance brand visibility. Proficient in managing cross-functional teams and fostering collaboration to achieve common goals. Demonstrates a strong understanding of consumer behavior and market dynamics to create impactful marketing campaigns.

CONTACT

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- San Francisco, CA

EDUCATION

Master of Arts in Communication - University of Southern California

University
2016-2020

SKILLS

- integrated marketing
- consumer behavior
- campaign management
- analytics
- team collaboration
- strategic planning

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Integrated Marketing Manager

2020-2023

Global Marketing Solutions

- Developed and managed integrated marketing campaigns that increased brand visibility.
- Utilized CRM systems to track customer interactions and optimize marketing efforts.
- Coordinated with external agencies to deliver high-quality marketing materials.
- Analyzed market trends to inform campaign strategies and improve engagement.
- Managed a \$2.5 million advertising budget effectively to maximize ROI.
- Presented comprehensive campaign reports to stakeholders for strategic planning.

Digital Marketing Strategist

2019-2020

Innovate Marketing Group

- Conducted comprehensive analyses of digital marketing performance metrics.
- Developed strategies that improved website traffic by 40% year-over-year.
- Engaged in content marketing initiatives to boost brand engagement.
- Collaborated with sales teams to align marketing and sales efforts.
- Utilized social media analytics to optimize advertising strategies.
- Contributed to a 25% increase in social media followers and engagement.

ACHIEVEMENTS

- Achieved a 50% increase in brand awareness through targeted digital campaigns.
- Recognized for excellence in integrated marketing at the International Marketing Awards.
- Successfully launched a multi-channel marketing initiative that surpassed engagement goals by 30%.