



# MICHAEL ANDERSON

## Senior Digital Campaign Manager

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### SUMMARY

Dynamic and results-driven Digital Campaign Manager with over 10 years of progressive experience in orchestrating comprehensive digital marketing strategies. Proven expertise in leveraging data analytics to drive targeted campaigns that enhance brand visibility and engagement. Possesses a robust understanding of the digital landscape, including SEO, PPC, and social media marketing. Adept at collaborating with cross-functional teams to deliver innovative solutions that meet organizational objectives.

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### WORK EXPERIENCE

#### Senior Digital Campaign Manager Global Marketing Solutions

Jan 2023 - Present

- Developed and executed multi-channel digital marketing campaigns that increased customer acquisition by 30%.
- Utilized Google Analytics and SEMrush to analyze campaign performance and optimize strategies accordingly.
- Managed a team of digital marketers to ensure alignment with brand objectives and deadlines.
- Conducted A/B testing for email marketing campaigns, resulting in a 25% increase in open rates.
- Collaborated with the creative team to produce engaging content for various digital platforms.
- Presented campaign results and insights to senior management, influencing strategic direction.

#### Digital Marketing Specialist Tech Innovations Inc.

Jan 2020 - Dec 2022

- Executed targeted PPC campaigns that improved conversion rates by 40% within six months.
  - Developed social media strategies that increased follower engagement by 50% across platforms.
  - Coordinated with the sales team to align marketing efforts with sales objectives.
  - Analyzed market trends and competitor strategies to inform campaign development.
  - Implemented email marketing strategies that led to a 20% increase in customer retention.
  - Provided training and mentorship to junior staff, enhancing team capabilities.
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### EDUCATION

#### Master of Business Administration (MBA), Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Digital Marketing, SEO, PPC, Google Analytics, Social Media Management, Team Leadership
- **Awards/Activities:** Awarded 'Marketing Excellence' by Global Marketing Solutions for outstanding campaign performance.
- **Awards/Activities:** Increased brand awareness by 60% through innovative digital strategies.
- **Awards/Activities:** Recognized as 'Employee of the Year' at Tech Innovations Inc. for exceptional performance.
- **Languages:** English, Spanish, French