

MICHAEL ANDERSON

Digital Marketing Manager

- San Francisco, CA
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Innovative Digital Insurance Platforms Manager with a strong foundation in digital technology and a passion for enhancing customer experience within the insurance sector. Proven expertise in leading digital initiatives that align with business objectives and improve operational efficiency. Adept at utilizing data analytics to drive strategic decisions and foster a culture of continuous improvement.

WORK EXPERIENCE

Digital Marketing Manager | Eagle Insurance Services

Jan 2022 – Present

- Developed and executed digital marketing strategies that increased online engagement by 60%.
- Managed a team of digital marketers to optimize campaign performance.
- Utilized SEO and SEM techniques to enhance digital visibility.
- Conducted market research to identify customer preferences and trends.
- Collaborated with sales teams to align marketing efforts with business goals.
- Analyzed campaign performance metrics to inform future strategies.

Customer Experience Specialist | Insurance Innovators

Jul 2019 – Dec 2021

- Engaged with customers to gather feedback on digital products and services.
- Assisted in the development of user guides and training materials for digital tools.
- Analyzed customer data to identify opportunities for service improvement.
- Collaborated with IT teams to enhance the user interface of digital platforms.
- Facilitated customer focus groups to gather insights for product development.
- Monitored customer satisfaction metrics to inform service enhancements.

SKILLS

Digital Marketing

Customer Engagement

Data Analysis

Team Management

SEO

Strategic Planning

EDUCATION

Bachelor of Arts in Marketing - University of Florida

2015 – 2019

University

ACHIEVEMENTS

- Increased online lead generation by 70% through targeted campaigns.
- Received the Digital Excellence Award from the Marketing Association in 2023.
- Successfully improved customer retention rates by 25% through enhanced digital interactions.

LANGUAGES

English

Spanish

French