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## **EXPERTISE SKILLS**

- PPC
- Data Analysis
- Google Ads
- Campaign Management
- A/B Testing
- Customer Segmentation

## **LANGUAGES**

- English
- Spanish
- French

## **CERTIFICATION**

- Bachelor of Science in Marketing - University of Michigan

## **REFERENCES**

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## PERFORMANCE MARKETING SPECIALIST

Strategic Digital Marketer specializing in performance marketing with over 6 years of experience in driving measurable results through data analytics and targeted advertising campaigns. Expertise in leveraging PPC and programmatic advertising to optimize marketing budgets and improve conversion rates. Demonstrated success in executing comprehensive marketing plans that align with organizational goals, foster customer loyalty, and enhance brand reputation.

## **PROFESSIONAL EXPERIENCE**

### **AdVantage Solutions**

*Mar 2018 - Present*

Performance Marketing Specialist

- Developed and managed PPC campaigns across Google Ads and Bing Ads.
- Analyzed campaign performance to optimize ad spend and maximize ROI.
- Collaborated with creative teams to design impactful ad creatives.
- Utilized A/B testing to refine messaging and improve conversion rates.
- Conducted keyword research to identify high-value search terms.
- Prepared detailed performance reports for stakeholders.

### **Market Insights LLC**

*Dec 2015 - Jan 2018*

Digital Marketing Analyst

- Supported the development of integrated marketing campaigns to drive lead generation.
- Monitored website analytics to identify areas for optimization.
- Utilized CRM tools to manage customer data and track engagement.
- Conducted competitive analysis to inform marketing strategies.
- Assisted in the preparation of marketing budgets and forecasts.
- Provided insights to enhance customer targeting and segmentation.

## **ACHIEVEMENTS**

- Increased conversion rates by 35% through optimized PPC strategies.
- Achieved the 'Top Performer' award for exceeding campaign objectives.
- Successfully reduced cost-per-click by 20% year-over-year.