

MICHAEL ANDERSON

Digital Marketing Manager

- San Francisco, CA
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Results-driven Digital Marketing Manager with a strong track record of developing and executing successful marketing strategies that enhance brand visibility and customer engagement. Experienced in leveraging digital tools and analytics to inform decision-making and optimize campaign performance. Proven ability to lead cross-functional teams in executing integrated marketing initiatives that align with business objectives.

WORK EXPERIENCE

Digital Marketing Manager | NextGen Marketing

Jan 2022 – Present

- Developed and implemented a comprehensive digital marketing strategy that increased website traffic by 45%.
- Managed social media marketing campaigns that enhanced brand engagement by 60%.
- Utilized analytics tools to measure campaign effectiveness and inform future strategies.
- Collaborated with sales teams to align marketing efforts with lead generation objectives.
- Executed email marketing campaigns that improved open rates by 30%.
- Conducted market research to stay ahead of industry trends and consumer preferences.

Marketing Assistant | Creative Minds Agency

Jul 2019 – Dec 2021

- Supported the execution of digital marketing campaigns across various platforms.
- Assisted in the creation of marketing materials for promotions and events.
- Analyzed social media metrics to inform content strategy adjustments.
- Maintained the company website, ensuring content was up-to-date.
- Coordinated with vendors for timely project delivery and execution.
- Conducted surveys to gather customer feedback and insights.

SKILLS

Digital Marketing

Social Media

Analytics

Campaign Management

Market Research

Team Collaboration

EDUCATION

Bachelor of Science in Marketing

2015 – 2019

University of Southern California

ACHIEVEMENTS

- Awarded 'Best Digital Campaign' for innovative approach and measurable results.
- Increased customer engagement through a loyalty program that improved retention rates by 25%.
- Recognized for outstanding performance in driving website traffic and lead generation.

LANGUAGES

English

Spanish

French