



MICHAEL ANDERSON

EMAIL MARKETING MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- Campaign Strategy
- Customer Insights
- Marketing Technology
- Team Leadership
- Data-Driven Decision Making
- Content Creation

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF BUSINESS
ADMINISTRATION, MARKETING,
BUSINESS SCHOOL OF EXCELLENCE**

ACHIEVEMENTS

- Achieved a 50% increase in conversion rates through targeted email campaigns.
- Recognized for excellence in campaign management with a company-wide award.
- Successfully expanded the email subscriber list by 60% within two years.

PROFILE

Results-oriented email marketing executive with a robust background in crafting data-driven strategies that elevate brand visibility and drive customer acquisition. Expertise in utilizing cutting-edge marketing technologies to enhance campaign performance and maximize return on investment. Proven ability to analyze customer behavior and preferences, leading to the development of personalized marketing messages that resonate with target audiences.

EXPERIENCE

EMAIL MARKETING MANAGER

Global Commerce Corp.

2016 - Present

- Designed and executed multi-channel email marketing campaigns that increased customer retention by 35%.
- Leveraged CRM data to create targeted email lists, enhancing campaign relevance.
- Conducted thorough analysis of campaign results, leading to strategic adjustments and improved outcomes.
- Implemented automation workflows to streamline customer journeys and reduce manual tasks.
- Collaborated with product teams to align email strategies with new product launches.
- Trained junior staff on email marketing techniques and tools, promoting professional development.

DIGITAL MARKETING ASSOCIATE

Innovative Brands Inc.

2014 - 2016

- Supported the execution of email marketing campaigns, contributing to a 20% increase in sales.
- Regularly updated email marketing content to reflect current promotions and brand messaging.
- Monitored email deliverability and engagement metrics, optimizing campaigns accordingly.
- Collaborated with graphic designers to create visually appealing email templates.
- Assisted in the development of strategies for list growth and audience engagement.
- Participated in brainstorming sessions to generate innovative campaign ideas.