

# MICHAEL ANDERSON

Email Marketing Supervisor

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Strategic email marketing professional with a focus on developing data-driven campaigns that enhance customer engagement and drive conversion rates. Extensive experience in utilizing various marketing automation tools to optimize email performance and ensure effective segmentation. Known for analytical prowess and a keen understanding of market trends, allowing for the creation of targeted messaging that resonates with diverse audiences.

## WORK EXPERIENCE

### Email Marketing Supervisor | Tech Innovations Group

Jan 2022 – Present

- Supervised the execution of email marketing campaigns, achieving a 50% increase in engagement.
- Utilized analytics to refine targeting strategies, enhancing customer reach.
- Managed the email marketing calendar to ensure timely and relevant communications.
- Conducted training for team members on best practices and compliance.
- Collaborated with product teams to align email strategies with product launches.
- Monitored industry trends to inform campaign strategies.

### Email Marketing Trainee | Start-Up Solutions

Jul 2019 – Dec 2021

- Assisted in the creation of email content, contributing to a 15% increase in customer inquiries.
- Maintained the accuracy of the email database, ensuring compliance with regulations.
- Participated in the analysis of campaign performance metrics.
- Supported the execution of promotional email campaigns.
- Collaborated with the marketing team to brainstorm new ideas.
- Created performance reports for management.

## SKILLS

Data-Driven Campaigns

Marketing Automation

Performance Analytics

Team Leadership

Strategic Collaboration

Compliance

## EDUCATION

### Master of Science in Marketing

2015 – 2019

University of Marketing Strategies

## ACHIEVEMENTS

- Increased email click-through rates by 35% through targeted content strategies.
- Received recognition for excellence in campaign management.
- Successfully reduced unsubscribes by 20% through improved targeting.

## LANGUAGES

English

Spanish

French