



MICHAEL ANDERSON

BRAND MARKETING DIRECTOR

PROFILE

Accomplished Gaming Brand Manager recognized for a robust record of elevating brand presence and driving market share within the competitive gaming landscape. With a strategic mindset and creative acumen, effectively developed and executed multi-channel marketing campaigns that resonate with diverse audiences. Demonstrated proficiency in leveraging digital marketing tools and analytics to optimize brand performance, enhance user experience, and foster customer loyalty.

EXPERIENCE

BRAND MARKETING DIRECTOR

Ubisoft

2016 - Present

- Directed brand marketing strategies for flagship titles, resulting in a 35% increase in market penetration.
- Implemented data-driven marketing initiatives that enhanced user acquisition and retention.
- Collaborated with international teams to ensure brand consistency across global markets.
- Managed the creative development of promotional materials, aligning with brand guidelines.
- Conducted quarterly performance reviews to assess campaign outcomes and adjust strategies.
- Facilitated workshops for team skill enhancement and knowledge sharing.

GAMING BRAND ANALYST

Electronic Arts

2014 - 2016

- Analyzed consumer data and market trends to inform branding strategies, leading to a 25% increase in customer engagement.
- Assisted in the launch of several successful game titles, monitoring brand health post-launch.
- Developed and maintained relationships with key influencers and media outlets.
- Executed targeted advertising campaigns that improved brand visibility.
- Reported on brand performance metrics to senior management, providing actionable insights.
- Coordinated events and promotions to elevate brand presence in gaming communities.

CONTACT

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SKILLS

- brand management
- digital marketing
- data analysis
- team collaboration
- project management
- influencer outreach

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF CALIFORNIA, BERKELEY

ACHIEVEMENTS

- Led a campaign that won the 'Best Marketing Initiative' award at the Gaming Industry Awards.
- Increased user engagement by 40% through innovative social media strategies.
- Successfully repositioned a legacy brand, resulting in a resurgence in sales.