



MICHAEL ANDERSON

DIGITAL MARKET RESEARCH SPECIALIST

CONTACT

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- San Francisco, CA

SKILLS

- Digital Marketing
- Consumer Behavior
- Data Analysis
- Survey Methodology
- Social Media Analytics
- Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING - UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased survey response rates by implementing innovative outreach strategies.
- Contributed to a marketing campaign that achieved a 15% increase in brand awareness.
- Received recognition for outstanding performance during internship.

PROFILE

Innovative Market Research Specialist with a robust background in digital marketing and consumer behavior analysis. Extensive experience in utilizing cutting-edge technologies and methodologies to gather and interpret market data, facilitating informed decision-making for marketing campaigns. Proficient in employing social media analytics and online survey tools to assess brand perception and customer satisfaction.

EXPERIENCE

DIGITAL MARKET RESEARCH SPECIALIST

TechWave Solutions

2016 - Present

- Executed digital surveys that increased customer feedback collection by 50%.
- Analyzed social media metrics to gauge brand sentiment and engagement.
- Developed comprehensive reports that informed digital marketing strategies.
- Collaborated with marketing teams to design targeted campaigns based on research findings.
- Utilized Google Analytics to track website performance and consumer behavior.
- Presented research insights at quarterly marketing strategy meetings.

MARKET RESEARCH INTERN

BrandFocus

2014 - 2016

- Assisted in conducting focus groups to gather qualitative consumer insights.
- Supported the preparation of market analysis reports for client presentations.
- Utilized Excel to manage and analyze survey data effectively.
- Conducted competitor research to identify trends and market opportunities.
- Collaborated with senior researchers to refine data collection methodologies.
- Maintained documentation of research processes for future reference.