



MICHAEL ANDERSON

MARKETING AUTOMATION MANAGER

PROFILE

Accomplished marketing automation specialist with extensive experience in designing and implementing data-driven marketing strategies that enhance customer retention and loyalty. Expertise in utilizing cutting-edge automation technologies to streamline marketing processes and improve efficiency. Proven track record of analyzing and interpreting complex data to inform strategic marketing decisions. Skilled in crafting targeted content that resonates with diverse audiences, driving engagement and conversion.

EXPERIENCE

MARKETING AUTOMATION MANAGER

Global Marketing Solutions

2016 - Present

- Designed and implemented a comprehensive marketing automation framework, increasing customer retention rates by 35%.
- Leveraged Marketo to develop personalized customer journeys, resulting in a 25% increase in upsell opportunities.
- Coordinated cross-departmental initiatives to align marketing strategies with overall business objectives.
- Conducted in-depth data analysis to identify trends and inform campaign adjustments.
- Developed training materials for staff to enhance understanding of automation tools.
- Managed a team of marketing professionals, fostering a culture of innovation and collaboration.

DIGITAL MARKETING SPECIALIST

NextGen Advertising

2014 - 2016

- Executed targeted email campaigns using Mailchimp, achieving an average conversion rate of 18%.
- Analyzed customer feedback and engagement metrics to refine marketing approaches.
- Collaborated with design teams to create compelling marketing collateral.
- Managed social media advertising campaigns, increasing brand awareness by 30%.
- Utilized Google Analytics to track website performance and user behavior.
- Participated in market research initiatives to identify new opportunities for growth.

CONTACT

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SKILLS

- Marketing Strategy
- Customer Retention
- Marketo
- Data Interpretation
- Team Leadership
- Social Media Marketing

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING,
HARVARD UNIVERSITY

ACHIEVEMENTS

- Increased customer satisfaction scores by 40% through targeted marketing initiatives.
- Recognized with the 'Excellence in Marketing' award for innovative campaign strategies.
- Successfully led a project that improved data reporting efficiency by 50%.