MA

Michael
ANDERSON

MARKETING DATA ANALYST

Proactive Marketing Data Analyst with 6 years of experience in the healthcare industry. Expertise in using data analytics to drive marketing strategies that improve patient engagement and service utilization. Skilled in various analytical tools and methodologies to extract, analyze, and interpret complex datasets. Proven track record of collaborating with cross-functional teams to implement data-driven marketing solutions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Data Analysis
- SAS
- Healthcare Marketing
- Dashboard Development
- Patient Engagement
- Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN HEALTH INFORMATION MANAGEMENT, UNIVERSITY OF FLORIDA, 2015

ACHIEVEMENTS

- Improved patient outreach effectiveness by 25% through targeted marketing efforts.
- Recognized for delivering actionable insights that enhanced service delivery.
- Achieved a 'Best Campaign' award for a patient engagement initiative.

WORK EXPERIENCE

MARKETING DATA ANALYST
Health Services Group
2020 - 2025

- Conducted in-depth analysis of patient data to identify trends in healthcare utilization.
- Developed and maintained dashboards to monitor marketing performance metrics.
- Collaborated with clinical teams to enhance patient outreach initiatives based on data.
- Utilized SAS for advanced statistical analysis and reporting.
- Presented insights to executive leadership to guide marketing strategy.
- Implemented a data-driven patient engagement campaign that improved appointment attendance by 30%.

DATA ANALYST
Wellness Analytics Inc.
2015 - 2020

- Analyzed healthcare marketing campaigns to measure effectiveness and ROI.
- Supported data collection efforts for various patient engagement projects.
- Created reports and visualizations to communicate findings to stakeholders.
- Worked with cross-departmental teams to improve data collection processes.
- Contributed to a project that led to a 15% increase in patient satisfaction ratings.
- Assisted in developing marketing strategies that reduced service costs by 10%.