



MICHAEL ANDERSON

Media Operations Manager

Resilient Media Analytics Executive with a focus on integrating technology and analytics to enhance media effectiveness. Expertise in utilizing digital tools and platforms to drive data-driven marketing strategies and optimize media performance. Proven ability to analyze complex datasets and translate insights into actionable recommendations. Recognized for strong leadership and the ability to foster a collaborative team environment.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Communications

University of Florida
2016-2020

SKILLS

- Media Operations
- Digital Marketing
- Data Analytics
- Leadership
- Project Management
- Team Training

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Media Operations Manager

2020-2023

Tech Media Solutions

- Oversaw media operations, ensuring alignment with strategic objectives.
- Utilized data analytics tools to monitor media effectiveness and engagement.
- Collaborated with technology teams to enhance data collection processes.
- Implemented project management methodologies to streamline operations.
- Presented operational insights to executive leadership for informed decision-making.
- Trained team members on new analytics tools and techniques.

Digital Media Analyst

2019-2020

Market Vision Group

- Analyzed digital media campaigns to assess performance metrics.
- Utilized Google Analytics for real-time data tracking and reporting.
- Collaborated with creative teams to enhance digital content effectiveness.
- Monitored social media engagement to inform strategic adjustments.
- Developed reports summarizing campaign performance for stakeholders.
- Participated in strategy sessions to align media objectives with business goals.

ACHIEVEMENTS

- Improved media engagement rates by 45% through data-driven strategies.
- Recognized as 'Top Performer' for excellence in media operations.
- Successfully managed a team that delivered projects 20% under budget.