MA

Michael
ANDERSON

E-COMMERCE MEDIA ANALYST

Results-oriented Media Performance Analyst with extensive experience in e-commerce and digital strategy. Noted for a keen ability to leverage data for strategic decision-making and optimization of media spend. Expertise in performance analytics, including the development of KPIs and dashboards that facilitate real-time monitoring of campaign effectiveness. Strong background in collaborating with cross-functional teams to align media initiatives with business objectives.

CONTACT

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- San Francisco, CA

SKILLS

- E-commerce Analytics
- KPI Development
- Dashboard Creation
- Customer Engagement
- A/B Testing
- Data-Driven Strategy

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, MARKETING, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Achieved a 40% increase in sales through targeted media initiatives.
- Played a key role in a project that improved customer retention rates by 15%.
- Recognized for excellence in data reporting and insights generation.

WORK EXPERIENCE

E-COMMERCE MEDIA ANALYST
ShopSmart Inc.
2020 - 2025

- Analyzed e-commerce media campaigns to drive sales growth and customer engagement.
- Developed dashboards for real-time performance tracking and reporting.
- Collaborated with marketing and sales teams to optimize media strategies.
- Conducted analysis of customer behavior to inform targeting strategies.
- Presented actionable insights to stakeholders, enhancing campaign effectiveness.
- Utilized analytics tools to measure the impact of promotions on media performance.

MEDIA DATA ANALYST
AdTech Solutions
2015 - 2020

- Supported data analysis for media campaigns across digital platforms.
- Created detailed reports on campaign performance metrics for client review.
- Engaged in A/B testing to determine the effectiveness of different media approaches.
- Assisted in developing media strategies based on data insights.
- Collaborated with the design team to enhance ad creative based on performance data.
- Monitored industry trends to recommend improvements in media placement.