Michael
ANDERSON

DIGITAL MEDIA MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- Digital Marketing
- Media Analytics
- Campaign Management
- Social Media Strategy
- CRM Implementation
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION - UNIVERSITY OF MICHIGAN

ACHIEVEMENTS

- Achieved a 50% increase in lead conversion rates through targeted digital strategies.
- Recognized for outstanding performance in digital media management.
- Successfully launched a multi-channel campaign that reached over 2 million users.

Accomplished Media Strategy Manager with a strong foundation in digital marketing and media analytics. Possesses a comprehensive understanding of media trends and consumer behavior, enabling the creation of data-driven strategies that enhance brand visibility and engagement. A collaborative leader skilled in managing cross-functional teams to drive project success. Committed to leveraging innovative technologies and methodologies to optimize media planning and execution.

WORK EXPERIENCE

DIGITAL MEDIA MANAGER
AdVantage Solutions
2020 - 2025

- Directed digital media campaigns that led to a 70% increase in online engagement.
- Analyzed consumer data to refine targeting and improve campaign performance.
- Managed social media accounts, growing followers by 200% within one year.
- Implemented CRM systems to track customer interactions and preferences.
- Collaborated with design teams to create visually compelling ad creatives.
- Presented campaign results to stakeholders, demonstrating ROI and insights.

MEDIA ANALYST
Insight Media Group
2015 - 2020

- Conducted in-depth analysis of media trends and audience behavior.
- Utilized analytics tools to assess campaign effectiveness and provide recommendations.
- Collaborated with marketing teams to align media strategies with business goals.
- Prepared detailed reports on media performance for executive review.
- Supported the development of media budgets and forecasts.
- Engaged in continuous learning to stay current with industry developments.