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EXPERTISE SKILLS

- performance marketing
- data analysis
- campaign optimization
- A/B testing
- client presentations
- negotiation

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Advertising, University of Texas, 2019

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

PERFORMANCE MEDIA PLANNER

Dynamic online media planner specializing in performance marketing and data-driven decision making. Brings a wealth of experience in utilizing analytics to inform strategic media placements that align with overarching business objectives. Committed to fostering innovative solutions that enhance brand visibility and drive customer engagement. Exhibits a strong understanding of digital ecosystems and emerging technologies, allowing for the creation of cutting-edge media strategies.

PROFESSIONAL EXPERIENCE

AdVantage Group

Mar 2018 - Present

Performance Media Planner

- Developed performance-driven media strategies focused on maximizing conversion rates.
- Leveraged tools such as Google Ads and Facebook Ads Manager to optimize campaign performance.
- Executed A/B testing to refine ad creatives and enhance user engagement.
- Collaborated with data analysts to derive insights from campaign performance data.
- Managed relationships with media partners to negotiate optimal ad placements.
- Delivered detailed reports on campaign outcomes to stakeholders and clients.

Innovative Marketing Solutions

Dec 2015 - Jan 2018

Online Campaign Manager

- Planned and executed online marketing campaigns resulting in a 30% increase in sales.
- Analyzed consumer behavior data to inform media buying decisions.
- Utilized marketing automation tools to streamline campaign processes.
- Worked closely with creative teams to ensure alignment of messaging and branding.
- Monitored campaign performance in real-time to make necessary adjustments.
- Provided strategic insights during client presentations to enhance satisfaction.

ACHIEVEMENTS

- Increased average client conversion rates by 45% through targeted media strategies.
- Awarded 'Top Performer' for achieving the highest ROI in the team.
- Successfully launched a campaign that generated over 1 million impressions within a month.