MA

Michael
ANDERSON

CONTACT

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- San Francisco, CA

SKILLS

- Performance Marketing
- User Acquisition
- Data Analysis
- A/B Testing
- Digital Advertising
- Collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE, TECH UNIVERSITY, 2019

ACHIEVEMENTS

- Increased software user acquisition by 40% through optimized ad strategies.
- Recognized for exceptional performance in campaign management.
- Achieved a significant reduction in cost-per-install for mobile applications.

PERFORMANCE MARKETING SPECIALIST

Results-driven Paid Advertising Specialist with extensive experience in the technology sector, specializing in performance marketing strategies that drive user acquisition and engagement. Demonstrates a profound understanding of digital advertising ecosystems, utilizing advanced tools to analyze and optimize campaigns for maximum effectiveness. An adept communicator, capable of translating complex data into actionable insights for stakeholders.

WORK EXPERIENCE

PERFORMANCE MARKETING SPECIALIST

Tech Innovators LLC

2020 - 2025

- Developed high-impact PPC strategies to drive user acquisition for software products.
- Monitored campaign performance to ensure alignment with business objectives.
- Collaborated with product teams to create targeted advertising messages.
- Utilized A/B testing to enhance ad effectiveness and engagement.
- Managed relationships with key advertising platforms for optimal performance.
- Presented campaign results and insights to executive leadership.

DIGITAL MARKETING ASSOCIATE

Innovative Solutions Group

2015 - 2020

- Assisted in the execution of digital marketing campaigns across various channels.
- Conducted keyword research and developed ad strategies.
- Analyzed competitor advertising tactics to identify market opportunities.
- Supported the creation of marketing materials for campaigns.
- Tracked and reported on key performance metrics to stakeholders.
- Engaged in continuous learning to stay updated on digital marketing trends.