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EXPERTISE SKILLS

- E-commerce Marketing
- Digital Strategy
- Data Analytics
- Team Leadership
- Influencer Partnerships
- Social Media Advertising

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Business Administration, Marketing Concentration, University of Michigan, 2014

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

E-COMMERCE MARKETING MANAGER

Strategic and analytical Paid Media Advertising Manager with a robust background in e-commerce and digital marketing, encompassing over nine years of experience in the field. Renowned for a methodical approach to campaign management, combining creativity with data analytics to drive engagement and conversion rates. Expertise in utilizing various digital platforms, including social media and search engines, to maximize brand visibility and profitability.

PROFESSIONAL EXPERIENCE

ShopSmart Online Retail

Mar 2018 - Present

E-commerce Marketing Manager

- Orchestrated paid media campaigns that resulted in a 35% increase in online sales within one year.
- Managed a diverse team of digital marketers, fostering an environment of collaboration and innovation.
- Utilized advanced analytics tools to track campaign performance and inform strategic adjustments.
- Developed targeted advertising strategies based on consumer insights and market trends.
- Facilitated partnerships with influencers to extend brand reach and engagement.
- Presented monthly performance reviews to executive leadership, highlighting progress and areas for improvement.

AdVantage Marketing

Dec 2015 - Jan 2018

Digital Advertising Coordinator

- Coordinated digital advertising efforts across multiple platforms, achieving a 20% increase in brand awareness.
- Conducted market research to identify target demographics and optimize ad placements.
- Managed social media advertising campaigns, improving engagement rates by 15%.
- Analyzed performance data to refine targeting and enhance overall campaign effectiveness.
- Supported the development of creative assets in collaboration with design teams.
- Assisted in managing advertising budgets to ensure alignment with financial goals.

ACHIEVEMENTS

- Increased customer acquisition by 45% through targeted advertising initiatives.
- Recognized as 'Top Performer' for exceeding sales targets in 2020.
- Developed a comprehensive digital marketing playbook that streamlined campaign processes.