



Michael ANDERSON

PAID MEDIA STRATEGIST

Proficient and detail-oriented Paid Media Advertising Manager with over six years of experience specializing in the technology sector. Demonstrated expertise in crafting and executing data-driven advertising campaigns that enhance brand visibility and drive customer engagement. An analytical thinker with a strong focus on performance metrics, consistently striving to optimize campaign outcomes through strategic adjustments and innovative approaches.

CONTACT

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- San Francisco, CA

SKILLS

- Digital Advertising
- Media Buying
- Performance Analysis
- Team Collaboration
- Budget Management
- Analytics Tools

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN
COMMUNICATIONS, UNIVERSITY OF
TEXAS, 2016**

ACHIEVEMENTS

- Achieved a 50% increase in campaign effectiveness through strategic adjustments and optimizations.
- Recognized for excellence in media strategy during the 2021 Marketing Excellence Awards.
- Successfully led a project that enhanced team productivity by 30% through process improvements.

WORK EXPERIENCE

PAID MEDIA STRATEGIST

TechWave Advertising Solutions

2020 - 2025

- Designed and implemented paid media campaigns that achieved a 30% increase in customer engagement.
- Conducted competitive analysis to inform strategic media buys and placements.
- Utilized tracking software to monitor campaign effectiveness and optimize spending.
- Collaborated with product teams to align marketing strategies with product launches.
- Developed training materials for junior staff on best practices in paid media management.
- Presented campaign results to clients, translating complex data into actionable insights.

MEDIA BUYER

NextGen Media Group

2015 - 2020

- Executed media buying strategies that resulted in a 25% increase in ad impressions.
- Analyzed target audience behavior to refine advertising strategies and improve ROI.
- Managed budgets effectively, ensuring optimal allocation of resources across campaigns.
- Collaborated with creative teams to develop engaging ad content.
- Monitored industry trends to stay ahead of the competition and inform advertising strategies.
- Provided detailed performance reports to stakeholders, highlighting key insights and recommendations.