



MICHAEL ANDERSON

Senior Paid Media Manager

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SUMMARY

Strategic and results-driven Paid Media Manager with over a decade of experience in orchestrating data-driven marketing campaigns across multiple digital platforms. Adept at leveraging analytics and market insights to optimize advertising performance and maximize ROI. Proven track record of managing multi-million dollar budgets while ensuring alignment with overarching business objectives. Expertise in cross-channel marketing strategies, including SEM, display, and social media advertising.

WORK EXPERIENCE

Senior Paid Media Manager Digital Advertising Solutions

Jan 2023 - Present

- Developed and executed comprehensive paid media strategies across Google Ads and Facebook Ads platforms.
- Conducted extensive A/B testing to refine ad copy and targeting, resulting in a 25% increase in click-through rates.
- Managed a \$5 million yearly advertising budget, optimizing spend to enhance overall performance.
- Utilized advanced analytics tools to track campaign performance and derive actionable insights.
- Collaborated with creative teams to ensure alignment of messaging across digital assets.
- Trained and mentored junior team members on best practices in paid media management.

Paid Media Specialist Innovative Marketing Agency

Jan 2020 - Dec 2022

- Executed targeted paid media campaigns across various platforms, enhancing brand visibility.
 - Analyzed key performance indicators to inform strategic adjustments and optimize campaign performance.
 - Implemented retargeting strategies that increased conversion rates by 30%.
 - Developed comprehensive reports for clients detailing ROI and campaign effectiveness.
 - Maintained up-to-date knowledge of industry trends and platform changes to inform strategy.
 - Worked closely with account managers to ensure client satisfaction and campaign alignment.
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EDUCATION

Bachelor of Science in Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Paid Media Management, Google Ads, Facebook Ads, Data Analytics, Budget Management, Team Leadership
- **Awards/Activities:** Increased overall ROI by 40% through strategic campaign optimizations.
- **Awards/Activities:** Recipient of the 'Outstanding Performance Award' in 2020 for exceptional campaign results.
- **Awards/Activities:** Successfully led a project that resulted in a 50% growth in client accounts over two years.
- **Languages:** English, Spanish, French