



MICHAEL ANDERSON

PAID MEDIA MANAGER

CONTACT

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- michael.anderson@email.com
- San Francisco, CA

SKILLS

- Digital Advertising
- SEM
- Social Media Marketing
- Analytics
- Audience Targeting
- Campaign Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING
CONCENTRATION, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Achieved a 35% increase in lead generation through targeted ad campaigns.
- Named 'Employee of the Month' three times for outstanding campaign performance.
- Successfully reduced cost-per-acquisition by 20% through strategic optimizations.

PROFILE

Innovative Paid Media Manager with a passion for harnessing the power of digital advertising to drive brand growth and engagement. Over seven years of experience in managing diverse paid media campaigns, specializing in SEM and social media. Expertise in utilizing advanced targeting techniques and data analytics to enhance campaign performance and customer acquisition.

EXPERIENCE

PAID MEDIA MANAGER

Tech Innovations Group

2016 - Present

- Led the strategy and execution of paid media campaigns across Google and LinkedIn.
- Utilized audience segmentation to enhance targeting accuracy and campaign effectiveness.
- Conducted regular performance audits to identify opportunities for optimization.
- Collaborated with product teams to align promotional efforts with product launches.
- Managed vendor relationships to negotiate better rates and improve service delivery.
- Produced detailed reports outlining campaign performance and strategic recommendations.

DIGITAL MARKETING ANALYST

Creative Media Agency

2014 - 2016

- Assisted in the development and implementation of paid media strategies for various clients.
- Tracked and analyzed campaign performance metrics to inform future strategies.
- Supported the optimization of PPC campaigns to improve cost-per-click metrics.
- Engaged in competitor analysis to identify market trends and inform strategy.
- Created engaging ad copy and visuals that resonated with target audiences.
- Collaborated with the SEO team to enhance overall digital marketing efforts.