



Michael

ANDERSON

PAID MEDIA CAMPAIGN MANAGER

Results-oriented Paid Media Manager with a robust background in digital marketing and advertising. Over six years of experience in developing and executing high-impact paid media strategies that drive brand awareness and customer acquisition. Demonstrated expertise in utilizing data-driven insights to optimize campaign performance across various channels. Strong collaborator with a proven track record of working effectively with cross-functional teams to achieve organizational goals.

CONTACT

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SKILLS

- Digital Marketing
- Campaign Management
- Data Analysis
- Audience Segmentation
- Budget Optimization
- Creative Collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATIONS, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased social media engagement by 50% through targeted advertising.
- Successfully managed campaigns that resulted in a 20% growth in client base.
- Recognized for excellence in campaign management with a company award.

WORK EXPERIENCE

PAID MEDIA CAMPAIGN MANAGER

Premier Marketing Agency

2020 - 2025

- Designed and managed comprehensive paid media campaigns across Facebook and Instagram.
- Analyzed campaign data to identify trends and inform strategy adjustments.
- Executed audience segmentation techniques to enhance targeting precision.
- Collaborated with creative teams to produce engaging ad content.
- Monitored budget allocation to optimize spending and maximize ROI.
- Provided clients with detailed reports on campaign performance and insights.

DIGITAL MARKETING COORDINATOR

Next Level Promotions

2015 - 2020

- Assisted in the execution of paid media campaigns across multiple platforms.
- Conducted market research to support campaign development and optimization.
- Tracked and reported on key performance metrics to inform stakeholders.
- Supported the management of PPC campaigns to enhance effectiveness.
- Collaborated with design teams to create visually appealing ad content.
- Engaged in social media management to increase brand presence.