

# MICHAEL ANDERSON

Junior Paid Media Manager

- San Francisco, CA
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Analytical and detail-oriented Paid Media Manager with a strong foundation in digital marketing and advertising principles. Over four years of experience in managing paid media campaigns across various platforms, with a focus on data analysis and performance optimization. Skilled in developing strategies that enhance brand visibility and drive customer engagement. Committed to continuous improvement and staying abreast of emerging trends in the digital marketing landscape.

## WORK EXPERIENCE

### Junior Paid Media Manager | NextGen Advertising

Jan 2022 – Present

- Assisted in the management of paid media campaigns across Google Ads and Bing.
- Tracked key performance metrics to identify areas for optimization.
- Collaborated with design teams to create visually appealing ad content.
- Conducted market research to support campaign development.
- Engaged in competitor analysis to inform strategy adjustments.
- Produced performance reports for internal review and improvement.

### Marketing Intern | Creative Solutions Agency

Jul 2019 – Dec 2021

- Supported the marketing team in executing paid media campaigns.
- Conducted research on market trends and consumer behavior.
- Assisted in the creation of marketing materials for campaigns.
- Monitored social media channels for engagement opportunities.
- Tracked campaign performance metrics to inform future strategies.
- Participated in brainstorming sessions to generate new campaign ideas.

## SKILLS

Digital Marketing

Performance Analysis

Campaign Management

Market Research

Data Reporting

Creative Collaboration

## EDUCATION

### Bachelor of Arts in Marketing

Los Angeles

University of California

## ACHIEVEMENTS

- Increased campaign engagement by 30% through targeted optimizations.
- Successfully contributed to a project that improved overall ad performance.
- Recognized for outstanding teamwork and collaboration during internship.

## LANGUAGES

English

Spanish

French