



MICHAEL ANDERSON

Senior Paid Media Planner

San Francisco, CA • (555) 234-5678 • michael.anderson@email.com • www.michaelanderson.com

SUMMARY

Dynamic and results-driven Paid Media Planner with over a decade of experience in optimizing digital advertising strategies across multiple platforms. Expertise encompasses the development and execution of comprehensive paid media campaigns that consistently drive engagement and conversions. Demonstrated proficiency in utilizing advanced analytics to inform decision-making, ensuring that advertising spend is maximized for optimal return on investment.

WORK EXPERIENCE

Senior Paid Media Planner ABC Marketing Agency

Jan 2023 - Present

- Developed and managed over 50 digital marketing campaigns with a budget exceeding \$3 million.
- Implemented A/B testing protocols to enhance ad performance, resulting in a 25% increase in click-through rates.
- Utilized Google Analytics and SEMrush to track campaign effectiveness and optimize strategies accordingly.
- Engaged in cross-channel marketing efforts, integrating social media and email marketing for cohesive brand messaging.
- Conducted regular performance reviews and presented findings to stakeholders to inform future strategies.
- Mentored and trained a team of five junior analysts, enhancing their skills in data analysis and campaign management.

Paid Media Specialist XYZ Digital Solutions

Jan 2020 - Dec 2022

- Executed targeted PPC campaigns across Google Ads and Bing, achieving a 30% reduction in cost-per-acquisition.
 - Analyzed market trends to inform keyword strategy, enhancing organic search visibility.
 - Collaborated with creative teams to develop ad copy that aligns with brand voice and campaign objectives.
 - Managed social media ad budgets, optimizing spend based on performance metrics.
 - Conducted competitor analysis to identify opportunities for growth and differentiation.
 - Provided detailed reporting on campaign performance, utilizing insights to refine future advertising approaches.
-

EDUCATION

Bachelor of Arts in Marketing, University of California, 2014

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Google Ads, Bing Ads, SEMrush, Google Analytics, A/B Testing, Social Media Marketing
- **Awards/Activities:** Recognized as 'Employee of the Year' for outstanding performance in 2020.
- **Awards/Activities:** Achieved a 40% increase in overall client satisfaction scores through effective campaign management.
- **Awards/Activities:** Successfully launched a new service line that contributed to a 15% revenue increase within the first quarter.
- **Languages:** English, Spanish, French