



# MICHAEL ANDERSON

## DIGITAL MARKETING MANAGER

### CONTACT

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### SKILLS

- Data Analysis
- Programmatic Advertising
- Media Planning
- PPC Management
- Market Research
- Client Relations

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF BUSINESS ADMINISTRATION, MARKETING SPECIALIZATION, HARVARD BUSINESS SCHOOL, 2015**

### ACHIEVEMENTS

- Increased client retention rates by 35% through improved campaign performance and communication.
- Led a successful rebranding initiative that resulted in a 50% increase in brand awareness.
- Received the 'Best Team Player' award in recognition of collaborative efforts across departments.

### PROFILE

Highly analytical and strategically minded Paid Media Planner with extensive experience in developing and executing data-driven marketing strategies. Proficient in leveraging advanced analytics and market research to optimize campaign performance and maximize ROI. Expertise in managing multi-platform advertising initiatives, with a focus on aligning digital efforts with overarching business objectives. Proven ability to harness emerging trends and technologies to enhance brand visibility and engagement.

### EXPERIENCE

#### DIGITAL MARKETING MANAGER

##### Global Tech Innovations

*2016 - Present*

- Directed a team of five in the execution of integrated digital marketing campaigns across various platforms.
- Utilized data visualization tools to present campaign insights and performance metrics to executive leadership.
- Implemented programmatic advertising strategies, resulting in a 20% increase in conversion rates.
- Developed comprehensive media plans that effectively allocated budget across channels based on performance analysis.
- Fostered partnerships with key industry vendors to enhance advertising capabilities and reach.
- Regularly monitored industry trends to inform and adapt marketing strategies accordingly.

#### PAID MEDIA ANALYST

##### Digital Marketing Agency

*2014 - 2016*

- Conducted extensive keyword research to inform PPC strategies and improve ad relevance.
- Managed budgets for multiple client accounts, ensuring optimal allocation of resources.
- Analyzed performance data to identify areas for improvement and recommend actionable strategies.
- Collaborated with creative teams to develop compelling ad copy and visuals.
- Presented monthly performance reports to clients, highlighting key metrics and insights.
- Assisted in the development of training materials for new team members, enhancing onboarding processes.