



MICHAEL ANDERSON

Paid Media Coordinator

Creative and strategic Paid Media Planner with a strong foundation in digital marketing and a focus on maximizing client impact through innovative advertising solutions. Demonstrated experience in managing comprehensive paid media campaigns that integrate various digital channels. Expertise in utilizing analytics tools to assess campaign performance and adapt strategies accordingly. Known for the ability to communicate complex concepts clearly and effectively to clients and team members.

CONTACT

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

EDUCATION

Bachelor of Science in Digital Marketing

University of Southern California
2016

SKILLS

- Campaign Coordination
- Analytics
- Client Communication
- Creative Collaboration
- Budget Management
- Digital Strategy

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Paid Media Coordinator

2020-2023

Visionary Marketing Group

- Coordinated the execution of paid media campaigns across Google Ads and programmatic platforms.
- Collaborated with creative teams to develop engaging content that aligns with client objectives.
- Utilized data analytics to track campaign performance and identify optimization opportunities.
- Managed client communication to ensure alignment on campaign goals and deliverables.
- Conducted competitor analysis to inform strategy adjustments and enhance performance.
- Assisted in budget management, ensuring effective allocation of resources across campaigns.

Junior Media Planner

2019-2020

Digital Insights Agency

- Supported senior planners in the development of media strategies for client campaigns.
- Conducted research to identify target audience segments and preferences.
- Assisted in the management of PPC accounts, tracking performance metrics.
- Collaborated with graphic designers to create compelling ad visuals.
- Prepared reports detailing campaign performance for client review.
- Engaged in ongoing learning to stay updated on digital marketing trends and tools.

ACHIEVEMENTS

- Contributed to a campaign that garnered a 300% increase in client brand awareness.
- Achieved recognition for exceptional teamwork and project management skills.
- Successfully implemented a new tracking system that improved campaign reporting accuracy.