

# MICHAEL ANDERSON

Paid Media Analyst

- San Francisco, CA
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Motivated and detail-oriented Paid Media Planner with a strong emphasis on performance-driven marketing strategies. Proven ability to manage digital campaigns effectively, utilizing data analysis to inform decision-making and optimize ad spend. Expertise in targeting diverse audience segments across various digital platforms. Known for a collaborative approach to working with creative teams, ensuring alignment on campaign objectives and messaging.

## WORK EXPERIENCE

### Paid Media Analyst | Market Leaders Agency

Jan 2022 – Present

- Analyzed campaign performance data to identify trends and areas for improvement.
- Managed PPC budgets, ensuring effective allocation and tracking of ad spend.
- Collaborated with teams to develop targeted ad copy and creatives.
- Monitored competitor activity to inform strategic adjustments.
- Provided regular performance reports to clients, highlighting key metrics and insights.
- Engaged in ongoing professional development to enhance knowledge of digital marketing tools.

### Marketing Intern | Creative Solutions Group

Jul 2019 – Dec 2021

- Assisted in the execution of digital marketing campaigns, gaining hands-on experience.
- Conducted market research to support campaign development and targeting.
- Collaborated with senior team members to create engaging content for social media.
- Supported the management of PPC accounts, tracking performance and reporting results.
- Participated in team brainstorming sessions to generate innovative marketing ideas.
- Engaged in training sessions to enhance understanding of digital marketing strategies.

## SKILLS

Data Analysis

PPC Management

Digital Marketing

Team Collaboration

Market Research

Performance Reporting

## EDUCATION

### Bachelor of Science in Marketing

2021

University of Illinois

## ACHIEVEMENTS

- Achieved recognition for outstanding performance in campaign management during internship.
- Contributed to a project that resulted in a 150% increase in client engagement.
- Successfully implemented a new tracking system that improved reporting accuracy.

## LANGUAGES

English

Spanish

French