



# MICHAEL ANDERSON

## Senior Paid Media Specialist

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### SUMMARY

Driven and results-oriented Paid Media Specialist with over seven years of experience in developing and executing high-impact digital marketing strategies. Demonstrated expertise in leveraging analytics tools to optimize campaign performance and achieve significant ROI. Proficient in managing multi-channel paid media campaigns, including SEM, display, and social advertising. Adept at collaborating with cross-functional teams to align marketing objectives with business goals.

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### WORK EXPERIENCE

#### Senior Paid Media Specialist Top Marketing Agency

Jan 2023 - Present

- Developed comprehensive paid media strategies across multiple platforms.
- Utilized Google Ads and Facebook Ads Manager to drive targeted traffic.
- Conducted A/B testing to optimize ad creatives and increase conversion rates.
- Analyzed campaign performance metrics to inform future marketing initiatives.
- Managed a \$1M annual budget to maximize ROI on paid media investments.
- Collaborated with creative teams to produce high-quality advertisements.

#### Paid Media Analyst Digital Innovations Inc.

Jan 2020 - Dec 2022

- Conducted keyword research and competitive analysis to enhance campaign targeting.
  - Monitored daily performance metrics and made real-time adjustments to campaigns.
  - Created detailed reports for stakeholders to showcase campaign effectiveness.
  - Implemented remarketing strategies to recapture potential customers.
  - Trained junior staff on best practices in paid media management.
  - Executed budget tracking to ensure adherence to financial guidelines.
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### EDUCATION

#### Bachelor of Science in Marketing, University of California, 2014

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Google Ads, Facebook Ads, SEM, PPC, Analytics, A/B Testing, Budget Management
- **Awards/Activities:** Increased overall campaign ROI by 40% within one year.
- **Awards/Activities:** Awarded 'Employee of the Year' for outstanding performance in 2022.
- **Awards/Activities:** Successfully launched over 100 campaigns with a 25% average conversion rate.
- **Languages:** English, Spanish, French