



MICHAEL ANDERSON

PAID MEDIA STRATEGIST

PROFILE

Strategic Paid Media Specialist with a robust background in digital advertising and performance marketing. Over five years of experience in crafting and executing data-driven media strategies that deliver measurable results. Expert in utilizing advanced analytics and reporting tools to assess campaign performance and drive continuous improvement. Strong ability to manage budgets effectively while maximizing reach and engagement across various platforms.

EXPERIENCE

PAID MEDIA STRATEGIST

Creative Solutions Ltd.

2016 - Present

- Designed and executed targeted paid media campaigns across various digital channels.
- Utilized analytics tools to monitor and optimize campaign performance.
- Developed audience segmentation strategies to enhance targeting accuracy.
- Collaborated with content creators to ensure messaging alignment.
- Managed a diverse portfolio of clients with varying budget levels.
- Presented campaign results and insights to executive leadership.

DIGITAL MARKETING COORDINATOR

Market Reach Co.

2014 - 2016

- Assisted in the development of digital marketing strategies that increased brand awareness.
- Conducted research to identify trends and insights in the digital landscape.
- Supported campaign execution by managing ad placements and budgets.
- Generated reports to track campaign performance against KPIs.
- Engaged in continuous learning to remain updated on industry developments.
- Coordinated with external vendors to enhance campaign effectiveness.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Advertising
- Performance Marketing
- Analytics
- Audience Segmentation
- Budget Management
- Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF TEXAS, 2017

ACHIEVEMENTS

- Increased client engagement by 30% through targeted ad campaigns.
- Recognized as 'Top Performer' in 2021 for exceeding campaign goals.
- Successfully managed a \$500K advertising budget with a 20% increase in ROI.