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EXPERTISE SKILLS

- eCommerce Marketing
- Performance Strategy
- Data Analysis
- Conversion Optimization
- Budget Management
- Client Relations

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Master of Business Administration, Marketing, University of Chicago, 2015

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

ECOMMERCE PAID MEDIA MANAGER

Accomplished Paid Media Specialist with a focus on eCommerce and performance-driven strategies. With over eight years of experience, expertise lies in developing and executing high-performing paid media campaigns that align with organizational objectives. Demonstrated ability to drive traffic, enhance customer acquisition, and increase sales through data-driven decision-making. Proven skills in managing substantial advertising budgets and optimizing campaigns across various digital platforms.

PROFESSIONAL EXPERIENCE

Retail Dynamics

Mar 2018 - Present

eCommerce Paid Media Manager

- Led the development of paid media strategies for eCommerce initiatives.
- Managed a multi-million dollar advertising budget to maximize sales.
- Implemented conversion rate optimization tactics across digital platforms.
- Analyzed customer data to inform ad targeting and creative development.
- Collaborated with sales teams to align marketing strategies with sales goals.
- Conducted regular audits of campaign performance to identify areas for improvement.

AdVantage Media

Dec 2015 - Jan 2018

Paid Media Specialist

- Executed comprehensive paid media campaigns across search and social platforms.
- Utilized advanced analytics tools to track and report on campaign performance.
- Developed audience targeting strategies to enhance engagement.
- Coordinated with creative teams to ensure alignment with brand messaging.
- Managed budget tracking and optimization for multiple client accounts.
- Presented performance insights to clients and stakeholders regularly.

ACHIEVEMENTS

- Achieved a 50% increase in eCommerce sales within one year.
- Received 'Best Campaign' award for innovative digital marketing strategies.
- Consistently exceeded performance targets by an average of 30%.