



Michael

ANDERSON

B2B PAID MEDIA SPECIALIST

Results-driven Paid Media Specialist with extensive experience in B2B marketing and lead generation. Over six years in the industry, specializing in designing and implementing effective paid media strategies that drive high-quality leads and conversions. Strong analytical skills complemented by a creative approach to problem-solving, ensuring continuous improvement of campaign performance. Proven ability to collaborate with sales and marketing teams to align strategies and maximize results.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- B2B Marketing
- Lead Generation
- Google Ads
- LinkedIn Advertising
- Data Analysis
- Project Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF FLORIDA, 2016

ACHIEVEMENTS

- Increased lead generation by 35% through targeted paid media campaigns.
- Awarded 'Excellence in Performance' for outstanding results in 2021.
- Successfully managed a \$300K budget with a 25% increase in conversion rates.

WORK EXPERIENCE

B2B PAID MEDIA SPECIALIST

LeadGen Marketing

2020 - 2025

- Developed targeted paid media campaigns to generate high-quality B2B leads.
- Utilized LinkedIn Ads and Google Ads to enhance lead generation efforts.
- Analyzed campaign performance and optimized strategies based on data insights.
- Collaborated with sales teams to ensure alignment on lead quality and follow-up.
- Managed campaign budgets and forecasted spending effectively.
- Created detailed reports for stakeholders on campaign performance metrics.

DIGITAL MARKETING ASSOCIATE

Tech Innovations Co.

2015 - 2020

- Supported the execution of digital marketing strategies that increased brand visibility.
- Conducted market research to identify new advertising opportunities.
- Monitored and reported on the effectiveness of paid media campaigns.
- Coordinated with cross-functional teams to enhance marketing initiatives.
- Executed budget management for various marketing projects.
- Engaged in continuous professional development to enhance skills.