



MICHAEL ANDERSON

PAID MEDIA CAMPAIGN DIRECTOR

CONTACT

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-  San Francisco, CA

SKILLS

- Media Strategy
- Team Management
- Data Analytics
- Client Relations
- Digital Advertising
- Market Research

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Achieved a 40% increase in click-through rates across campaigns in 2021.
- Recognized as 'Employee of the Month' for exceptional campaign performance.
- Successfully managed a budget of \$2 million for a national marketing initiative.

PROFILE

Strategic and analytical Paid Media Strategy Manager with an extensive background in managing high-impact digital marketing initiatives. Expertise encompasses the integration of innovative media strategies that drive measurable business outcomes and enhance customer engagement. Demonstrated proficiency in utilizing data analytics to inform decision-making and optimize advertising spend. A collaborative leader, adept at fostering team cohesion and driving performance through mentorship and guidance.

EXPERIENCE

PAID MEDIA CAMPAIGN DIRECTOR

NextGen Marketing Group

2016 - Present

- Oversaw the strategic direction of multi-channel paid media campaigns across digital platforms.
- Utilized advanced analytics tools to assess campaign performance and optimize strategies.
- Worked closely with clients to align marketing objectives with business goals.
- Managed a team of digital marketers to execute campaigns effectively within budget.
- Conducted market research to identify emerging trends and consumer behavior.
- Presented campaign insights and recommendations to executive leadership.

MEDIA BUYING SPECIALIST

Creative Ad Solutions

2014 - 2016

- Executed targeted media buying strategies that improved ad placement and visibility.
- Monitored and analyzed performance metrics to enhance campaign effectiveness.
- Collaborated with creative teams to develop engaging ad content.
- Negotiated contracts with media vendors to secure optimal rates and placements.
- Maintained relationships with key industry contacts to stay updated on market trends.
- Provided training and support to junior media buyers on best practices.