



Michael ANDERSON

DIGITAL MEDIA MANAGER

Innovative and detail-oriented Paid Media Strategy Manager with a robust background in digital marketing and brand management. Expertise includes crafting compelling media strategies that resonate with target demographics while maximizing budget efficiency. Proven ability to harness analytics and insights to inform decision-making processes and enhance campaign performance. Strong leadership skills, with a history of mentoring and developing high-performing teams.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Brand Management
- Digital Strategy
- Campaign Analysis
- Team Development
- SEO
- PPC

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF SCIENCE IN DIGITAL
MARKETING, NEW YORK UNIVERSITY**

ACHIEVEMENTS

- Boosted organic search traffic by 50% through targeted SEO initiatives.
- Recognized as 'Employee of the Quarter' for outstanding campaign results.
- Successfully increased brand engagement by 35% through innovative media strategies.

WORK EXPERIENCE

DIGITAL MEDIA MANAGER

Global Marketing Solutions

2020 - 2025

- Designed and implemented comprehensive digital media strategies to drive brand awareness.
- Analyzed campaign performance data to optimize spending and targeting.
- Collaborated with cross-functional teams to develop integrated marketing campaigns.
- Managed relationships with external vendors and media partners.
- Conducted training sessions on digital marketing best practices for junior staff.
- Evaluated market trends to identify growth opportunities and adjust strategies accordingly.

SEO AND PPC SPECIALIST

Market Reach Agency

2015 - 2020

- Executed SEO and PPC campaigns that significantly increased organic traffic.
- Conducted keyword research to inform content strategy and ad targeting.
- Utilized analytics tools to monitor and report on campaign performance.
- Collaborated with content teams to create optimized ad copy.
- Managed paid search budgets to ensure adherence to financial objectives.
- Provided insights on competitor strategies to enhance campaign effectiveness.