

MICHAEL ANDERSON

Paid Media Consultant

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Dedicated and analytical Paid Media Strategy Manager with a strong background in leveraging digital marketing strategies to drive brand growth and customer engagement. Expertise in utilizing data-driven insights to craft targeted campaigns that resonate with consumers while maximizing budget efficiency. Proven ability to lead cross-functional teams in the execution of innovative marketing initiatives that align with organizational goals.

WORK EXPERIENCE

Paid Media Consultant | Consulting Group Inc.

Jan 2022 – Present

- Provided strategic consulting services to clients on paid media initiatives.
- Developed tailored media strategies that align with client goals and objectives.
- Conducted performance analysis to enhance campaign effectiveness.
- Collaborated with creative teams to ensure high-quality ad content.
- Monitored industry trends to inform client strategies.
- Presented findings and recommendations to clients for ongoing improvements.

Marketing Associate | Digital Dynamics

Jul 2019 – Dec 2021

- Assisted in the execution of digital marketing campaigns across various platforms.
- Monitored campaign performance metrics to ensure alignment with KPIs.
- Conducted market research to identify new opportunities for growth.
- Collaborated with teams to create engaging content for campaigns.
- Provided support in budget tracking and resource allocation.
- Prepared reports to communicate campaign insights to stakeholders.

SKILLS

Digital Marketing

Campaign Strategy

Data Analysis

Team Collaboration

Market Research

Budget Management

EDUCATION

Master of Science in Marketing Analytics

2015 – 2019

Columbia University

ACHIEVEMENTS

- Achieved a 35% increase in client campaign performance through strategic optimizations.
- Recognized for exceptional client service and satisfaction.
- Successfully launched a campaign that exceeded revenue targets by 20%.

LANGUAGES

English

Spanish

French