



MICHAEL ANDERSON

DIGITAL ADVERTISING MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- PPC Management
- Data Analysis
- Campaign Optimization
- Team Leadership
- Reporting
- Google Analytics

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF BUSINESS
ADMINISTRATION, MARKETING, NEW
YORK UNIVERSITY**

ACHIEVEMENTS

- Increased overall ROI for PPC campaigns by 60% within two years.
- Awarded 'Best Campaign' by industry peers for innovative approach to digital advertising.
- Developed a training program adopted company-wide for PPC best practices.

PROFILE

Results-oriented Paid Search Executive with extensive experience in managing and optimizing high-budget PPC campaigns across various industries. Expertise in utilizing advanced analytical skills to drive actionable insights and enhance campaign performance. Demonstrates a strong ability to collaborate with creative teams to produce compelling ad content that resonates with target audiences. Proven track record of exceeding performance metrics and delivering substantial revenue growth through strategic campaign management.

EXPERIENCE

DIGITAL ADVERTISING MANAGER

E-commerce Innovations

2016 - Present

- Oversaw a multi-million dollar PPC budget, achieving a 35% increase in sales within the first year.
- Implemented advanced targeting techniques to optimize audience reach and engagement.
- Conducted regular performance audits to identify areas for improvement and implement corrective actions.
- Led cross-departmental workshops to enhance understanding of PPC strategies among marketing staff.
- Utilized Google Analytics and SEMrush for ongoing campaign performance analysis.
- Developed and maintained comprehensive reporting frameworks to track and communicate campaign success to stakeholders.

PPC CAMPAIGN COORDINATOR

Tech Solutions Group

2014 - 2016

- Designed and executed targeted PPC strategies, resulting in a 40% increase in lead acquisition.
- Monitored and adjusted bids to maximize ad positioning while minimizing costs.
- Collaborated with the creative team to develop high-impact ad copy and visual assets.
- Conducted keyword research and analysis to optimize campaigns effectively.
- Provided detailed performance reports to senior management with actionable insights.
- Trained team members on new PPC tools and industry best practices.