



# MICHAEL ANDERSON

## PPC Campaign Manager

Meticulous Paid Search Executive with a solid background in digital marketing and a focus on driving business growth through effective PPC management. Demonstrates exceptional analytical skills, enabling the identification of trends and opportunities for campaign enhancement. Known for a hands-on approach to campaign optimization and a commitment to delivering results that exceed expectations.

### WORK EXPERIENCE

#### PPC Campaign Manager

2020-2023

Premier Marketing Group

- Managed end-to-end PPC campaigns, achieving a 25% reduction in cost-per-acquisition.
- Conducted keyword research and competitive analysis to inform campaign strategy.
- Utilized data visualization tools to present performance metrics to stakeholders.
- Collaborated with the design team to create engaging ad creatives.
- Maintained up-to-date knowledge of industry trends and algorithm changes.
- Delivered monthly performance reports and strategic recommendations to clients.

#### Marketing Analyst

2019-2020

Digital Strategies Inc.

- Assisted in the development of PPC campaigns, contributing to a 15% increase in overall performance.
- Monitored daily ad performance and executed necessary adjustments.
- Supported senior management in data analysis and report generation.
- Engaged in ongoing training to stay current with PPC tools and techniques.
- Collaborated with the team to brainstorm innovative campaign ideas.
- Provided insights on market trends to inform future strategies.

### ACHIEVEMENTS

- Increased campaign ROI by 40% within the first six months of employment.
- Received recognition for exceptional performance during quarterly reviews.
- Contributed to a successful campaign that won a national marketing award.

### CONTACT

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### EDUCATION

#### Bachelor of Arts in Marketing

University of Michigan

2016-2020

### SKILLS

- PPC Management
- Data Analysis
- Campaign Optimization
- Team Collaboration
- Market Research
- Reporting

### LANGUAGES

- English
- Spanish
- French