



MICHAEL ANDERSON

DIRECTOR OF PERFORMANCE MARKETING

PROFILE

Dynamic and analytical Performance Marketing Executive with extensive experience in developing high-impact marketing strategies that drive brand growth and customer acquisition. Expertise in performance optimization across digital channels, utilizing advanced analytics to inform strategic decisions. Proven ability to lead cross-functional teams in designing and executing successful marketing campaigns that resonate with target audiences.

EXPERIENCE

DIRECTOR OF PERFORMANCE MARKETING

NextGen Media Group

2016 - Present

- Led the performance marketing division, driving a 60% increase in online sales through strategic digital campaigns.
- Implemented data-driven decision-making processes that improved campaign performance by 30%.
- Oversaw a budget of \$5 million, ensuring optimal allocation of resources for maximum impact.
- Developed comprehensive customer segmentation strategies to tailor marketing messages effectively.
- Created and maintained relationships with key digital platforms to enhance advertising opportunities.
- Conducted quarterly performance reviews to assess team effectiveness and adjust strategies accordingly.

MARKETING ANALYST

Digital Insights Corp.

2014 - 2016

- Analyzed marketing data to identify trends and opportunities, leading to a 20% increase in campaign efficiency.
- Collaborated with creative teams to develop compelling marketing content based on data insights.
- Monitored and reported on key performance indicators to ensure alignment with business goals.
- Assisted in the development of pricing strategies that enhanced competitiveness in the market.
- Conducted competitor analysis to inform strategic planning and positioning.
- Facilitated training sessions on data analytics tools for marketing team members.

CONTACT

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SKILLS

- Performance Marketing
- Analytics
- Budget Management
- Customer Segmentation
- Digital Strategy
- Team Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING -
UNIVERSITY OF CALIFORNIA, BERKELEY

ACHIEVEMENTS

- Recognized as 'Employee of the Year' for outstanding contributions to marketing success in 2021.
- Increased customer engagement by 45% through innovative digital strategies.
- Successfully launched a new product line, exceeding sales targets by 150% in the first quarter.