



# MICHAEL ANDERSON

## Senior Performance Marketing Manager

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### SUMMARY

Dynamic and results-oriented Performance Marketing Manager with over a decade of experience in driving data-driven marketing strategies and optimizing performance across various digital channels. Expertise encompasses comprehensive campaign management, advanced analytics, and strategic budget allocation. Proven track record of enhancing brand visibility and increasing ROI through innovative marketing solutions. Skilled in collaborating with cross-functional teams to align marketing initiatives with business goals, ensuring seamless execution and measurable impact.

### WORK EXPERIENCE

#### Senior Performance Marketing Manager XYZ Digital Agency

Jan 2023 - Present

- Developed and executed integrated marketing campaigns, resulting in a 30% increase in lead generation.
- Managed a \$1M annual budget, optimizing spend across channels for maximum ROI.
- Utilized Google Analytics and SEMrush for performance tracking and reporting.
- Collaborated with creative teams to produce compelling ad content that drove engagement.
- Implemented A/B testing strategies to enhance conversion rates by 25%.
- Conducted market research to identify new opportunities and refine targeting strategies.

#### Digital Marketing Specialist ABC Corp

Jan 2020 - Dec 2022

- Executed PPC campaigns across Google Ads and social media platforms.
- Analyzed performance metrics to inform strategic decisions and budget reallocations.
- Created comprehensive reports for stakeholders, detailing campaign performance and insights.
- Developed SEO strategies that improved organic search rankings by 40%.
- Coordinated email marketing initiatives, achieving a 20% open rate increase.
- Trained junior staff on best practices in digital marketing techniques.

### EDUCATION

#### Master of Business Administration (MBA), Marketing - University of California, Berkeley

Sep 2019 - Oct 2020

### ADDITIONAL INFORMATION

- Technical Skills:** Data Analysis, Campaign Management, SEO, PPC, Budgeting, Cross-functional Collaboration
- Awards/Activities:** Awarded 'Top Performer' at XYZ Digital Agency for exceeding revenue targets.
- Awards/Activities:** Successfully increased website traffic by 50% year-over-year.
- Awards/Activities:** Recognized for excellence in campaign optimization techniques.
- Languages:** English, Spanish, French