Michael ANDERSON

PERFORMANCE MARKETING SPECIALIST

Proficient and detail-oriented Performance Marketing Manager with a robust background in managing large-scale digital marketing initiatives. Demonstrates expertise in leveraging analytics and market intelligence to craft effective marketing strategies that resonate with target audiences. Skilled in utilizing a variety of digital channels, including social media, email, and SEO, to maximize brand exposure and drive conversions.

WORK EXPERIENCE

PERFORMANCE MARKETING SPECIALIST

Ecommerce Experts

2020 - 2025

- Managed performance marketing campaigns across multiple channels.
- Optimized Google Ads campaigns to achieve a 20% cost reduction in CPC.
- Analyzed user behavior data to inform marketing strategies.
- Collaborated with design teams to create captivating ad creatives.
- Executed retargeting campaigns that improved conversion rates by 15%.
- Monitored competitor activities to refine marketing approaches.

DIGITAL MARKETING COORDINATOR

Retail Solutions Inc.

2015 - 2020

- Supported the execution of digital marketing campaigns, enhancing brand visibility.
- Conducted keyword research to improve SEO performance.
- Utilized email marketing platforms to drive customer engagement.
- Assisted in the management of social media accounts, increasing followers by 30%.
- Analyzed campaign performance and reported findings to management.
- Coordinated webinars and online events to engage target audiences.

CONTACT

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- San Francisco, CA

SKILLS

- Digital Marketing
- Analytics
- SEO
- PPC
- Campaign Management
- Social Media

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING - UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased email campaign conversion rates by 25% through targeted segmentation.
- Achieved recognition for outstanding performance in digital marketing initiatives.
- Successfully executed a brand awareness campaign that reached over 1 million users.