

MICHAEL ANDERSON

Integrated Marketing Manager

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Visionary and results-oriented Performance Marketing Manager with a comprehensive background in integrated marketing communications. Possesses a deep understanding of both traditional and digital marketing channels, with a focus on creating cohesive strategies that drive brand awareness and customer loyalty. Demonstrated ability to analyze market trends and consumer insights to inform innovative marketing campaigns.

WORK EXPERIENCE

Integrated Marketing Manager | Brand Solutions Group

Jan 2022 – Present

- Developed integrated marketing campaigns that increased brand awareness by 45%.
- Managed a diverse team of marketing professionals to execute strategic initiatives.
- Utilized data analytics to measure campaign effectiveness and optimize performance.
- Coordinated cross-channel marketing efforts to ensure message consistency.
- Implemented customer feedback mechanisms to enhance marketing strategies.
- Presented marketing strategies and results to executive leadership.

Marketing Manager | Creative Agency

Jul 2019 – Dec 2021

- Executed marketing campaigns that drove engagement and conversions.
- Developed content strategies that resonated with target audiences.
- Monitored and analyzed market trends to inform marketing strategies.
- Collaborated with product teams to align marketing initiatives with product goals.
- Managed budgets effectively to maximize marketing impact.
- Trained and mentored junior marketing staff.

SKILLS

Integrated Marketing

Brand Strategy

Data Analysis

Team Leadership

Campaign Management

Market Research

EDUCATION

Master of Arts in Marketing Communication - Columbia University

2015 – 2019

University

ACHIEVEMENTS

- Achieved a 35% increase in customer engagement through innovative marketing strategies.
- Recognized for excellence in brand strategy development.
- Successfully managed a multi-million dollar marketing budget with outstanding results.

LANGUAGES

English

Spanish

French