



MICHAEL ANDERSON

Senior Programmatic Analyst

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SUMMARY

Distinguished Programmatic Advertising Specialist with over eight years of experience in digital marketing and data-driven advertising strategies. Expertise lies in optimizing campaign performance through advanced analytics and audience segmentation. Proven track record of enhancing brand visibility and driving customer engagement in competitive markets. Adept at leveraging programmatic platforms to execute targeted advertising campaigns that maximize ROI.

WORK EXPERIENCE

Senior Programmatic Analyst Digital Marketing Innovations

Jan 2023 - Present

- Developed and executed programmatic advertising strategies to increase sales by 30% year-over-year.
- Analyzed data from various sources to enhance targeting and efficiency of ad spend.
- Collaborated with creative teams to produce compelling ad content that resonates with target audiences.
- Managed a budget exceeding \$2 million, ensuring optimal allocation across multiple campaigns.
- Utilized DSPs such as The Trade Desk and MediaMath for campaign execution and optimization.
- Generated detailed reports on campaign performance, providing actionable insights to stakeholders.

Programmatic Advertising Coordinator AdTech Solutions

Jan 2020 - Dec 2022

- Assisted in the management of programmatic ad campaigns across various platforms.
 - Conducted A/B testing to determine the most effective ad formats and placements.
 - Monitored real-time campaign performance and made adjustments to optimize results.
 - Engaged in cross-functional collaboration to align marketing strategies with business goals.
 - Trained junior staff on programmatic principles and best practices.
 - Presented findings and recommendations to executive leadership, influencing strategic decisions.
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EDUCATION

Bachelor of Science in Marketing, University of California, 2014

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** programmatic advertising, data analysis, digital marketing, campaign optimization, audience segmentation, budget management
- **Awards/Activities:** Increased campaign efficiency by 40% through advanced targeting techniques.
- **Awards/Activities:** Awarded 'Top Performer' for two consecutive years at Digital Marketing Innovations.
- **Awards/Activities:** Successfully launched over 50 high-impact programmatic campaigns within budget.
- **Languages:** English, Spanish, French