



MICHAEL ANDERSON

PROGRAMMATIC CAMPAIGN MANAGER

PROFILE

Accomplished Programmatic Advertising Specialist with a robust background in performance marketing and a focus on driving measurable business outcomes. Expertise encompasses the management of large-scale digital advertising campaigns, leveraging sophisticated targeting methods and real-time bidding strategies. Known for a strategic mindset that integrates market trends and consumer insights into actionable advertising solutions.

EXPERIENCE

PROGRAMMATIC CAMPAIGN MANAGER

NextGen Media

2016 - Present

- Oversaw the execution of programmatic campaigns that generated over \$5 million in revenue.
- Implemented advanced audience targeting strategies, improving conversion rates by 25%.
- Utilized analytics tools such as Google Analytics and Tableau to track campaign performance.
- Collaborated with sales teams to align advertising strategies with client goals.
- Optimized ad placements using real-time data, reducing CPA by 20%.
- Presented campaign performance reports to senior management, highlighting key insights and recommendations.

DIGITAL MARKETING ASSOCIATE

Creative Ad Agency

2014 - 2016

- Supported the development and execution of digital marketing strategies across various channels.
- Assisted in managing programmatic ad buys, ensuring optimal performance.
- Conducted market research to identify emerging trends and opportunities.
- Monitored competitive landscape to inform advertising strategies.
- Collaborated with graphic designers to create engaging ad creatives.
- Analyzed campaign performance metrics and provided insights for improvement.

CONTACT

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SKILLS

- performance marketing
- digital advertising
- data-driven strategies
- analytics tools
- audience targeting
- revenue growth

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING
CONCENTRATION, HARVARD
UNIVERSITY, 2016

ACHIEVEMENTS

- Achieved a 15% increase in client retention through effective advertising strategies.
- Recognized as 'Employee of the Month' for outstanding campaign performance.
- Successfully managed a diverse portfolio of clients, enhancing overall satisfaction ratings.