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EXPERTISE SKILLS

- strategic planning
- digital marketing
- campaign management
- data analytics
- stakeholder engagement
- team leadership

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Communications, University of Michigan, 2012

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

LEAD PROGRAMMATIC STRATEGIST

Strategic Programmatic Advertising Specialist with a decade of experience in developing and executing sophisticated digital marketing strategies. Expertise includes harnessing data analytics to inform advertising decisions and enhance consumer engagement. Recognized for the ability to create cohesive advertising campaigns that integrate brand messaging across multiple channels. A strong communicator and collaborator, adept at engaging with stakeholders at all levels to drive project success.

PROFESSIONAL EXPERIENCE

Innovative Marketing Solutions

Mar 2018 - Present

Lead Programmatic Strategist

- Directed the strategic planning and execution of programmatic advertising initiatives.
- Increased ad performance metrics by 35% through targeted optimization efforts.
- Managed cross-channel campaigns, ensuring brand consistency and message alignment.
- Utilized programmatic platforms such as AdRoll and DataXu for campaign management.
- Conducted extensive market analysis to identify growth opportunities.
- Trained and mentored junior strategists, fostering professional development.

Premier Advertising Group

Dec 2015 - Jan 2018

Programmatic Account Manager

- Managed key client accounts, ensuring successful programmatic campaign execution.
- Developed tailored advertising strategies to meet specific client goals.
- Analyzed performance data to provide actionable insights for optimization.
- Coordinated with creative teams to deliver high-quality ad content.
- Maintained strong client relationships through regular communication and reporting.
- Conducted quarterly business reviews to assess campaign performance and strategy alignment.

ACHIEVEMENTS

- Successfully launched a multi-channel campaign that resulted in a 50% increase in brand awareness.
- Recipient of the 'Excellence in Advertising' award for outstanding campaign results.
- Increased overall client satisfaction ratings by 20% through effective account management.