



MICHAEL ANDERSON

Programmatic Account Executive

Results-driven Programmatic Advertising Specialist with significant expertise in leveraging programmatic technologies to enhance advertising effectiveness. Adept at developing data-driven strategies that optimize campaign performance and maximize ROI. Known for a detail-oriented approach and a commitment to delivering high-quality results. Skilled in managing complex advertising campaigns across diverse industries, ensuring alignment with client objectives and market trends.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Business Administration

University of Washington
2021

SKILLS

- programmatic technology
- campaign management
- client relations
- data analysis
- digital advertising
- performance optimization

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Programmatic Account Executive

2020-2023

Dynamic Digital Solutions

- Managed programmatic advertising accounts, driving a 50% increase in client satisfaction.
- Executed data-driven advertising strategies to optimize campaign performance.
- Collaborated with clients to understand their goals and deliver tailored solutions.
- Utilized programmatic platforms to enhance targeting and efficiency.
- Monitored campaign performance and provided timely reports to clients.
- Participated in strategy sessions to align advertising efforts with client objectives.

Marketing Intern

2019-2020

StartUp Media

- Assisted in the execution of digital marketing strategies across various channels.
- Conducted research to identify effective advertising tactics.
- Supported the analysis of campaign performance metrics.
- Collaborated with teams to develop engaging ad content.
- Participated in client meetings to gain insights into project requirements.
- Gained hands-on experience with programmatic advertising tools and platforms.

ACHIEVEMENTS

- Achieved recognition for outstanding performance during internship.
- Contributed to a campaign that resulted in a 15% increase in brand visibility.
- Successfully collaborated on a project that enhanced team efficiency by 20%.