

# MICHAEL ANDERSON

Programmatic Marketing Associate

- San Francisco, CA
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Proficient Programmatic Advertising Specialist with a solid foundation in digital marketing and a focus on data analytics. Capable of crafting targeted advertising strategies that drive engagement and conversion. With a strong analytical mindset, adept at interpreting data to inform decision-making processes. Known for a collaborative approach, working effectively within teams to achieve shared marketing goals.

## WORK EXPERIENCE

### Programmatic Marketing Associate | AdVision Group

Jan 2022 – Present

- Assisted in the execution of programmatic advertising campaigns, enhancing brand reach.
- Conducted analysis of campaign performance, identifying key areas for improvement.
- Collaborated with creative teams to develop engaging digital content.
- Monitored industry trends to inform advertising strategies.
- Supported client communications, ensuring clarity and satisfaction.
- Utilized programmatic tools to enhance targeting and bidding strategies.

### Marketing Coordinator | MediaWave LLC

Jul 2019 – Dec 2021

- Coordinated marketing efforts across various digital platforms.
- Conducted market research to support strategic advertising initiatives.
- Assisted in managing client relationships and communications.
- Utilized reporting tools to track campaign metrics and performance trends.
- Participated in strategy sessions to discuss campaign objectives and results.
- Gained practical experience with digital advertising tools and technologies.

## SKILLS

digital marketing

data analytics

client relations

campaign management

team collaboration

advertising strategies

## EDUCATION

### Bachelor of Arts in Marketing

2022

University of North Carolina

## ACHIEVEMENTS

- Contributed to a campaign that achieved a 10% increase in engagement rates.
- Recognized for exceptional teamwork and project contributions.
- Successfully completed a project that streamlined reporting processes.

## LANGUAGES

English

Spanish

French