



Phone: (555) 234-5678

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EXPERTISE SKILLS

- E-commerce Marketing
- Audience Targeting
- Campaign Optimization
- Data Analysis
- Digital Strategy
- Vendor Management

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Advertising, University of Florida

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

PROGRAMMATIC MEDIA PLANNER

Versatile Programmatic Media Planner with a strong focus on e-commerce and retail sectors, bringing over 7 years of experience in digital marketing.

Demonstrated ability to craft and execute data-centric media strategies that drive online sales and enhance customer acquisition. Proficient in using programmatic tools to target specific demographics and optimize campaigns based on real-time performance metrics.

PROFESSIONAL EXPERIENCE

E-commerce Marketing Hub

Mar 2018 - Present

Programmatic Media Planner

- Executed targeted programmatic campaigns that increased online sales by 25% within the first quarter.
- Utilized audience segmentation to refine targeting strategies and enhance ad relevance.
- Collaborated with the analytics team to assess campaign performance and make data-driven adjustments.
- Managed relationships with media vendors to secure competitive rates and inventory.
- Conducted performance audits to identify areas for optimization and improvement.
- Presented insights and recommendations to stakeholders to inform strategic planning.

Retail Innovations LLC

Dec 2015 - Jan 2018

Digital Marketing Coordinator

- Assisted in the development of integrated marketing campaigns that included programmatic advertising.
- Monitored campaign performance metrics and reported on results to senior management.
- Supported the execution of A/B testing for ad creatives to optimize performance.
- Conducted market research to identify emerging trends in e-commerce advertising.
- Coordinated with creative teams to develop engaging ad content for various platforms.
- Helped manage the marketing budget to ensure effective allocation of resources.

ACHIEVEMENTS

- Increased customer acquisition rates by 30% through targeted digital campaigns.
- Awarded 'Rising Star' for exceptional performance in campaign management.
- Successfully managed a \$500,000 media budget with a 20% improvement in ROI.