



Michael ANDERSON

PROGRAMMATIC MEDIA MANAGER

Accomplished Programmatic Media Planner with extensive experience in the technology sector, specializing in driving brand awareness and lead generation through innovative digital strategies. Over 12 years of experience in programmatic advertising, with a solid understanding of the latest industry trends and technologies. Recognized for the ability to analyze complex datasets and derive actionable insights that inform campaign strategies.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Strategy
- Lead Generation
- Data Analytics
- Programmatic Advertising
- Campaign Management
- Client Relations

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY,
STANFORD UNIVERSITY**

ACHIEVEMENTS

- Increased brand awareness by 60% through innovative digital strategies.
- Recognized with the 'Excellence in Marketing' award for outstanding campaign results.
- Successfully launched a multi-channel campaign that generated over 10,000 leads.

WORK EXPERIENCE

PROGRAMMATIC MEDIA MANAGER

Tech Marketing Agency

2020 - 2025

- Led the development of programmatic strategies that enhanced brand visibility and engagement by 50%.
- Monitored campaign performance and adjusted strategies to maximize lead generation.
- Collaborated with sales teams to align marketing initiatives with business objectives.
- Utilized advanced analytics tools to track and report on campaign effectiveness.
- Negotiated media contracts that resulted in a 15% cost savings for clients.
- Conducted training sessions for junior staff on programmatic best practices and tools.

DIGITAL ADVERTISING SPECIALIST

Innovative Tech Solutions

2015 - 2020

- Executed targeted digital campaigns that increased lead generation by 35%.
- Analyzed audience behavior to optimize targeting and improve ad performance.
- Collaborated with creative teams to develop compelling ad content that resonates with tech-savvy consumers.
- Managed and optimized programmatic budgets to ensure maximum ROI.
- Reported on campaign performance to senior management and provided actionable insights.
- Participated in industry conferences to stay updated on emerging trends.