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## SKILLS

- Non-Profit Marketing
- Audience Engagement
- Digital Advertising
- Programmatic Tools
- Data Analysis
- Community Outreach

## EDUCATION

**BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF SOUTHERN CALIFORNIA**

## LANGUAGE

- English
- Spanish
- German

## ACHIEVEMENTS

- Increased donor retention rates by 25% through targeted digital engagement strategies.
- Received the 'Outstanding Contribution' award for exceptional performance in fundraising initiatives.
- Successfully managed a \$200,000 media budget with a significant improvement in campaign effectiveness.

# Michael Anderson

## PROGRAMMATIC MEDIA PLANNER

Innovative and detail-oriented Programmatic Media Planner with a focus on the non-profit sector, bringing over 5 years of experience in digital marketing. Demonstrated ability to create impactful media strategies that drive donations and increase community engagement. Proficient in leveraging programmatic advertising tools to reach targeted audiences effectively. Committed to fostering partnerships with stakeholders to amplify campaign reach and effectiveness.

## EXPERIENCE

### PROGRAMMATIC MEDIA PLANNER

Non-Profit Marketing Agency

2016 - Present

- Developed media strategies that increased online donations by 40% during fundraising campaigns.
- Utilized programmatic tools to target specific demographics based on donor behavior.
- Collaborated with outreach teams to enhance community engagement through digital channels.
- Monitored campaign performance metrics and made real-time adjustments to optimize outcomes.
- Engaged with stakeholders to present campaign results and gather feedback for future initiatives.
- Created comprehensive reports to showcase the impact of digital campaigns.

### DIGITAL MARKETING ASSISTANT

Community Support Group

2014 - 2016

- Assisted in executing digital marketing campaigns aimed at raising awareness for community programs.
- Supported the development of content for social media and email marketing.
- Monitored online engagement metrics and reported findings to the marketing team.
- Conducted outreach to potential donors and partners to enhance campaign visibility.
- Participated in community events to promote the organization's mission and initiatives.
- Helped manage the marketing budget to ensure effective resource allocation.