



MICHAEL ANDERSON

Programmatic Media Strategist

Analytical and results-driven Programmatic Media Planner with extensive experience in the healthcare sector, specializing in patient acquisition and brand positioning. Over 10 years of professional experience in digital marketing and programmatic advertising, with a strong focus on regulatory compliance and ethical advertising practices. Proven ability to design and implement successful media strategies that enhance brand awareness and drive patient engagement.

CONTACT

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- San Francisco, CA

EDUCATION

Master of Public Health
University of North Carolina at Chapel Hill
2016-2020

SKILLS

- Healthcare Marketing
- Patient Acquisition
- Regulatory Compliance
- Data Analysis
- Digital Strategy
- Cross-Functional Collaboration

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Programmatic Media Strategist 2020-2023

Healthcare Marketing Group

- Developed and executed programmatic strategies that increased patient inquiries by 30%.
- Monitored compliance with healthcare regulations in all advertising efforts.
- Collaborated with medical professionals to ensure accurate representation in marketing materials.
- Utilized audience insights to refine targeting strategies for optimal reach.
- Reported on campaign performance to healthcare stakeholders, providing actionable insights.
- Participated in industry events to remain informed about healthcare marketing trends.

Digital Marketing Specialist 2019-2020

Patient Care Solutions

- Executed digital marketing campaigns aimed at increasing patient engagement and retention.
- Analyzed campaign data to identify trends and inform strategic adjustments.
- Collaborated with clinical teams to create educational content for patients.
- Managed social media advertising to enhance brand presence.
- Conducted market research to understand patient needs and preferences.
- Provided training to staff on effective digital marketing practices.

ACHIEVEMENTS

- Achieved a 50% increase in patient acquisition through targeted digital campaigns.
- Recognized with the 'Healthcare Marketing Excellence' award for outstanding campaign results.
- Successfully led a multi-channel marketing initiative that improved patient satisfaction scores.