



# MICHAEL ANDERSON

## Senior Reach and Frequency Analyst

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### SUMMARY

Proficient Reach and Frequency Analyst with extensive expertise in media analytics and campaign optimization strategies. Demonstrated ability to utilize advanced statistical methodologies to evaluate audience reach and frequency metrics effectively. Proven track record in collaborating with cross-functional teams to enhance data-driven decision-making processes. Adept at leveraging data visualization tools to present complex information succinctly to stakeholders.

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### WORK EXPERIENCE

#### Senior Reach and Frequency Analyst Media Insights Group

Jan 2023 - Present

- Conducted in-depth analysis of audience reach and frequency metrics to optimize advertising campaigns.
- Utilized advanced analytics tools such as SAS and R for data modeling and simulation.
- Collaborated with marketing teams to refine targeting strategies based on analytical insights.
- Presented findings and recommendations to senior management, influencing key marketing decisions.
- Developed and maintained dashboards for real-time performance tracking.
- Mentored junior analysts on best practices in data analysis and reporting.

#### Data Analyst AdMetrics Solutions

Jan 2020 - Dec 2022

- Analyzed advertising performance data to assess campaign effectiveness and ROI.
  - Created detailed reports that highlighted trends and actionable insights for clients.
  - Utilized Excel and Tableau for data visualization and reporting purposes.
  - Assisted in the development of predictive models to forecast campaign outcomes.
  - Engaged in regular client meetings to discuss findings and recommendations.
  - Supported the integration of new data sources to enhance analytics capabilities.
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### EDUCATION

#### Master of Science in Data Analytics, University of California, Berkeley

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** data analysis, media analytics, statistical modeling, data visualization, campaign optimization, stakeholder engagement
- **Awards/Activities:** Increased campaign effectiveness by 30% through targeted data-driven strategies.
- **Awards/Activities:** Received 'Analyst of the Year' award in 2021 for outstanding performance.
- **Awards/Activities:** Successfully led a project that integrated machine learning models, improving forecasting accuracy by 25%.
- **Languages:** English, Spanish, French