MICHAEL ANDERSON

DIGITAL MARKETING ANALYST

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CONTACT

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- 📍 San Francisco, CA

SKILLS

- digital marketing
- audience segmentation
- data analysis
- Google Analytics
- A/B testing
- reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased conversion rates by 20% through data-driven marketing strategies.
- Recognized for excellence in analytical reporting with the 'Rising Star' award in 2020.
- Developed a new reporting framework that reduced analysis time by 40%.

PROFILE

Dynamic Reach and Frequency Analyst with a robust background in digital marketing and audience segmentation. Expertise in employing analytical techniques to derive actionable insights that inform marketing strategies. Strong capability in utilizing various analytics platforms to monitor and enhance advertising effectiveness. Proven ability to work collaboratively in fast-paced environments while delivering high-quality results.

EXPERIENCE

DIGITAL MARKETING ANALYST

NextGen Marketing

2016 - Present

- Analyzed digital advertising metrics to optimize reach and frequency across platforms.
- Developed audience segmentation strategies based on behavioral data analysis.
- Utilized Google Analytics and Adobe Analytics for comprehensive reporting.
- Collaborated with creative teams to refine ad content based on performance data.
- Implemented A/B testing to assess campaign effectiveness and improve ROI.
- Provided weekly performance updates to stakeholders, enhancing transparency and alignment.

MARKETING DATA SPECIALIST

Innovate Digital

2014 - 2016

- Conducted analysis of marketing data to provide insights into customer behavior.
- Created dashboards for tracking key performance indicators (KPIs) related to campaign success.
- Engaged in cross-departmental collaboration to align marketing strategies with analytical findings.
- Utilized SQL for data extraction and manipulation tasks.
- Assisted in the development of a comprehensive data strategy for the marketing department.
- Trained team members on analytical tools and techniques.