



# Michael

## ANDERSON

### QUANTITATIVE ANALYST

Strategic Reach and Frequency Analyst with a solid foundation in quantitative research and data interpretation. Demonstrated expertise in evaluating advertising performance metrics to drive strategic planning and execution. Proven ability to communicate complex analytical findings to diverse audiences, ensuring clarity and understanding. Committed to fostering data-driven marketing practices that enhance campaign effectiveness.

#### CONTACT

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- San Francisco, CA

#### SKILLS

- quantitative research
- data interpretation
- campaign analysis
- statistical modeling
- stakeholder engagement
- data visualization

#### LANGUAGES

- English
- Spanish
- French

#### EDUCATION

**MASTER OF ARTS IN APPLIED STATISTICS, COLUMBIA UNIVERSITY**

#### ACHIEVEMENTS

- Improved campaign performance by 25% through data-driven recommendations.
- Recognized with the 'Best Research Presentation' award in 2022.
- Successfully implemented a new data analysis framework that increased efficiency by 20%.

#### WORK EXPERIENCE

##### QUANTITATIVE ANALYST

Performance Insights

2020 - 2025

- Analyzed quantitative data to assess effectiveness of marketing campaigns across multiple channels.
- Utilized statistical software to conduct regression analysis and modeling.
- Collaborated with marketing teams to develop data-driven strategies for client campaigns.
- Presented analytical findings to clients, influencing future marketing decisions.
- Developed and maintained reporting templates for ongoing analysis.
- Trained team members on advanced analytical techniques and tools.

##### DATA RESEARCHER

Insight Analytics

2015 - 2020

- Conducted qualitative and quantitative research to support marketing initiatives.
- Utilized data mining techniques to uncover actionable insights from large data sets.
- Collaborated with cross-functional teams to align research with business objectives.
- Created presentations to convey research findings to stakeholders.
- Assisted in the development of new data collection methodologies.
- Participated in workshops to enhance analytical skills across the organization.