MICHAEL ANDERSON

Campaign Performance Analyst

CONTACT

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📍 San Francisco, CA

EDUCATION

Bachelor of Arts in Business Analytics

Stanford University
2016-2020

SKILLS

- campaign performance analysis
- audience engagement
- data visualization
- data-driven strategies
- client communication
- team collaboration

LANGUAGES

- English
- Spanish
- French

Innovative Reach and Frequency Analyst with a strong focus on campaign performance metrics and audience engagement strategies. Expertise in leveraging data analytics to inform marketing decisions and optimize advertising strategies. Proven ability to synthesize complex data into clear, actionable insights that drive business growth. Adept at collaborating with cross-functional teams to ensure alignment on marketing objectives.

💼 WORK EXPERIENCE

Campaign Performance Analyst
2020-2023

AdVantage Media

- Analyzed campaign data to assess reach and frequency across various digital platforms.
- Utilized tools such as Tableau and Google Analytics to visualize campaign performance.
- Collaborated with marketing teams to refine strategies based on analytical insights.
- Presented performance reports to stakeholders, driving informed decision-making.
- Engaged in client meetings to discuss campaign outcomes and future strategies.
- Trained new analysts on data analysis methodologies and tools.

Data Analytics Intern
2019-2020

Insight Media Group

- Assisted in the analysis of media performance data to support campaign optimization.
- Utilized Excel for data manipulation and reporting tasks.
- Participated in team meetings to discuss insights and recommendations.
- Contributed to the development of a data visualization dashboard.
- Conducted research on industry trends to support analytics initiatives.
- Engaged in training sessions to enhance analytical skills.

★ ACHIEVEMENTS

- Increased campaign ROI by 20% through targeted analytics interventions.
- Received the 'Best Intern' award in 2018 for outstanding contributions.
- Developed a new reporting framework that streamlined analysis processes, reducing time by 25%.