



# MICHAEL ANDERSON

## MARKETING DIRECTOR

### PROFILE

Dynamic Real Estate Marketing Manager with a robust background in digital marketing and brand development, possessing over eight years of experience in promoting real estate properties and enhancing market visibility. Expert in crafting innovative marketing campaigns that resonate with target audiences and drive sales. Proven track record of utilizing data-driven strategies to optimize marketing efforts and enhance customer engagement.

### EXPERIENCE

#### MARKETING DIRECTOR

##### Prestige Realty Group

2016 - Present

- Led the marketing department in the development of a comprehensive digital marketing strategy.
- Increased brand awareness by 50% through targeted social media campaigns.
- Implemented SEO best practices, resulting in a 35% increase in organic website traffic.
- Managed end-to-end execution of marketing projects, ensuring timely delivery and adherence to budget.
- Fostered partnerships with local businesses to enhance community engagement and brand loyalty.
- Conducted competitive analysis to inform marketing strategies and positioning.

#### DIGITAL MARKETING SPECIALIST

##### Elite Homes

2014 - 2016

- Developed and executed PPC campaigns that improved lead conversion rates by 20%.
- Created engaging content for blogs and newsletters, increasing subscriber base by 30%.
- Utilized analytics tools to monitor campaign performance and adjust strategies accordingly.
- Collaborated with the design team to create visually appealing marketing materials.
- Trained junior staff on digital marketing best practices and tools.
- Participated in the planning and execution of large-scale real estate expos.

### CONTACT

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### SKILLS

- Digital Marketing
- SEO
- Content Creation
- PPC
- Brand Development
- Analytics

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF FLORIDA, 2014

### ACHIEVEMENTS

- Recognized as 'Top Performer' for achieving the highest sales growth in 2021.
- Successfully launched a new brand identity that increased customer retention by 25%.
- Recipient of the 'Innovative Marketing Award' for creative campaign execution.