MA

Michael
ANDERSON

SENIOR MARKETING DATA SCIENTIST

Innovative Research Data Scientist with a focus on marketing analytics, possessing over 6 years of experience in the digital marketing industry. Excels in using data-driven insights to optimize marketing strategies, enhance customer engagement, and drive revenue growth. Proficient in statistical analysis, customer segmentation, and predictive modeling. Holds a Master's degree in Marketing Analytics and a strong command of tools such as Python and Tableau.

CONTACT

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- San Francisco, CA

SKILLS

- Python
- R
- SQL
- Marketing Analytics
- A/B Testing
- Data Visualization

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF MARKETING ANALYTICS, UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Recognized as Employee of the Month for outstanding contributions to marketing analytics projects.
- Secured a 1st place award in a national marketing analytics competition.
- Published insights in marketing journals on the effectiveness of data-driven campaigns.

WORK EXPERIENCE

SENIOR MARKETING DATA SCIENTIST
AdVantage Media
2020 - 2025

- Developed predictive models to enhance customer targeting, resulting in a 30% increase in campaign ROI.
- Conducted A/B testing for marketing strategies, providing actionable insights to optimize ad spend.
- Collaborated with creative teams to align marketing efforts with data-driven insights for better engagement.
- Utilized data visualization tools to create dashboards that track campaign performance metrics.
- Analyzed customer behavior data to identify trends, improving retention strategies.
- Presented findings to senior management, influencing strategic marketing decisions.

DATA ANALYST
Digital Insights Group
2015 - 2020

- Analyzed web traffic data to identify key performance indicators, contributing to a 15% increase in website conversions.
- Conducted segmentation analysis to optimize email marketing campaigns, improving open rates by 20%.
- Worked closely with product teams to define data requirements for new marketing initiatives.
- Created automated reports to streamline data analysis processes and enhance reporting accuracy.
- Utilized SQL for data extraction and manipulation, increasing efficiency in data handling.
- Facilitated training sessions on data analytics tools for marketing teams.