



MICHAEL ANDERSON

LEAD SEM STRATEGIST

PROFILE

Accomplished SEM Specialist with a robust background in driving digital marketing strategies that amplify brand visibility and enhance user engagement. Proficient in utilizing cutting-edge SEM tools to analyze market trends and consumer behaviors, enabling the formulation of targeted campaigns that resonate with diverse audiences. Expertise in managing large-scale PPC budgets while delivering measurable results that align with corporate objectives.

EXPERIENCE

LEAD SEM STRATEGIST

Elite Digital Marketing Group

2016 - Present

- Designed and implemented SEM strategies that resulted in a 180% increase in organic traffic over two years.
- Oversaw a \$750,000 SEM budget, achieving a 250% ROI through strategic bidding and targeting.
- Developed comprehensive keyword lists that expanded reach and improved ad relevance.
- Collaborated with data scientists to utilize machine learning algorithms for campaign optimization.
- Conducted regular performance reviews to identify areas for improvement and innovation.
- Mentored junior team members, fostering a culture of continuous learning and improvement.

SEM CONSULTANT

NextGen Marketing Solutions

2014 - 2016

- Provided expert SEM consulting services to a diverse portfolio of clients, enhancing their digital footprint.
- Executed targeted ad campaigns that resulted in a 130% increase in client acquisition.
- Analyzed data trends to recommend strategic adjustments that improved client performance metrics.
- Conducted workshops to educate clients on SEM best practices and emerging trends.
- Utilized advanced tracking tools to monitor campaign effectiveness and report on key metrics.
- Collaborated with creative teams to produce compelling ad copy that drives engagement.

CONTACT

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SKILLS

- PPC Management
- Keyword Research
- Campaign Optimization
- Data Analysis
- Digital Marketing
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING,
NEW YORK UNIVERSITY

ACHIEVEMENTS

- Received 'Excellence in SEM' award from the Digital Marketing Association in 2023.
- Implemented a new tracking system that improved reporting accuracy by 40%.
- Recognized for leading a project that increased client engagement by 50% within six months.