



Michael ANDERSON

MEDIA ANALYTICS MANAGER

Strategic and analytical Senior Sports Media Manager with a focus on data-driven decision-making and audience engagement strategies, possessing over 9 years of experience in the sports media landscape. Expertise in utilizing insights and analytics to develop targeted media campaigns that resonate with audiences and drive measurable results. Proven track record of collaborating with cross-functional teams to create innovative content that aligns with brand objectives while enhancing user experience.

CONTACT

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SKILLS

- Data Analysis
- Audience Engagement
- Project Management
- Content Development
- Stakeholder Communication
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF SCIENCE IN DATA
ANALYTICS, TECH UNIVERSITY**

ACHIEVEMENTS

- Increased audience engagement metrics by 50% through targeted content initiatives.
- Recognized for outstanding performance with the 'Innovation Award' in 2022.
- Successfully implemented a data-driven approach that improved campaign ROI by 35%.

WORK EXPERIENCE

MEDIA ANALYTICS MANAGER

Sports Insights Group

2020 - 2025

- Leveraged data analytics to inform media strategy, resulting in a 45% increase in audience retention.
- Collaborated with content teams to ensure alignment between analytics and creative direction.
- Implemented tracking systems to measure campaign performance and engagement metrics.
- Conducted audience segmentation analysis to tailor content for diverse demographics.
- Presented analytical findings to stakeholders to guide strategic decision-making.
- Developed best practices for data utilization across the organization.

CONTENT STRATEGIST

Dynamic Sports Media

2015 - 2020

- Designed and executed content strategies that enhanced audience engagement by 30%.
- Utilized analytics tools to assess content performance and optimize future campaigns.
- Collaborated with marketing teams to ensure cohesive brand messaging across platforms.
- Conducted competitive analysis to identify content opportunities and gaps.
- Managed editorial calendars to ensure timely content delivery.
- Facilitated workshops on data-driven content creation for team members.