



Michael ANDERSON

LEAD SOCIAL DATA SCIENTIST

An innovative Social Data Scientist with a strong foundation in marketing analytics, I have spent over 7 years harnessing social media data to drive brand strategy and consumer engagement. My career began in traditional marketing, where I developed a keen understanding of consumer behavior, which I later complemented with advanced data analysis skills.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- R
- Python
- SQL
- Tableau
- Marketing Analytics
- Machine Learning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER'S DEGREE IN MARKETING
ANALYTICS FROM COLUMBIA
UNIVERSITY**

ACHIEVEMENTS

- Increased brand engagement metrics by 35% through targeted social media strategies.
- Recognized as 'Top Innovator' at Brand Strategy Solutions for leading successful campaigns.
- Published multiple articles on marketing analytics in industry magazines.

WORK EXPERIENCE

LEAD SOCIAL DATA SCIENTIST

Brand Strategy Solutions

2020 - 2025

- Designed analytics frameworks to measure social media campaign effectiveness.
- Collaborated with creative teams to translate data insights into marketing strategies.
- Utilized machine learning algorithms to enhance audience targeting.
- Conducted regular analysis of social media trends to inform brand positioning.
- Presented analytical findings to senior management, contributing to strategic planning.
- Mentored junior analysts on best practices in social data analysis.

MARKETING ANALYST

Creative Media Agency

2015 - 2020

- Analyzed social media data to drive consumer engagement strategies.
- Developed reports on campaign performance metrics for clients.
- Collaborated with cross-functional teams to enhance marketing initiatives based on data insights.
- Executed A/B testing to determine optimal content strategies.
- Provided actionable recommendations that improved client engagement by 20%.
- Trained new hires on data analysis tools and methodologies.