



MICHAEL ANDERSON

Sports Marketing Analyst

Proficient Sports Media Analyst with a niche expertise in sports marketing analytics. With over seven years of experience, this professional has a proven ability to analyze marketing campaigns and their effectiveness in driving fan engagement and revenue growth. Demonstrated success in utilizing analytics tools to assess brand positioning and market penetration within the sports industry.

WORK EXPERIENCE

Sports Marketing Analyst

2020-2023

FanDuel

- Analyzed marketing campaign performance metrics to drive strategic decision-making.
- Utilized CRM tools to track customer engagement and retention rates.
- Collaborated with creative teams to develop data-driven marketing strategies.
- Conducted competitive analysis to identify market trends and opportunities.
- Prepared reports on campaign effectiveness to present to stakeholders.
- Engaged with fans through surveys to gather insights on marketing initiatives.

Marketing Analyst

2019-2020

DraftKings

- Supported the analysis of marketing strategies to enhance brand awareness.
- Conducted market research to inform promotional campaigns.
- Collaborated with advertising teams to optimize outreach efforts.
- Utilized analytics tools to track customer behavior and preferences.
- Presented findings to marketing leadership to guide strategy development.
- Engaged with fans to gather feedback on marketing content and initiatives.

ACHIEVEMENTS

- Increased campaign ROI by 40% through data-driven marketing strategies.
- Recognized for excellence in analytics by the Sports Marketing Association in 2021.
- Developed a customer segmentation model that improved targeting efficiency by 25%.

CONTACT

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EDUCATION

Bachelor of Science in Marketing

University of Florida

2016-2020

SKILLS

- Marketing Analytics
- CRM Tools
- Competitive Analysis
- Data Reporting
- Brand Strategy
- Customer Engagement

LANGUAGES

- English
- Spanish
- French