

Robert Anderson

CEO at Vendita | Ex-Coursera
United States · [Contact Info](#)



About

Experienced marketing leader with over 6 years in the tech industry, specializing in product marketing, digital strategies, and business growth. Proven success in building and executing marketing campaigns that enhance brand visibility and drive results. Skilled in leading teams and managing projects from concept to execution.

Experience



Chief Executive Officer

Vendita

Jun 2021 - Present · 3 yrs 1 mo

Co-founded and grew a marketing agency to serve a client base of over 50 companies, expanding the team to 20 employees. Developed and executed marketing strategies, including digital marketing, social media, and branding, resulting in a 35% increase in client revenue. Led outbound marketing efforts, driving client lead generation and increasing customer engagement. Supported product strategy development by working closely with clients to integrate customer feedback into product offerings.



Coursera

3 years 10 months

Creative Marketing Specialist

Aug 2018 - May 2021 · 2 years 10 months

- Developed global marketing strategies for online Master's programs, collaborating with universities across different regions to boost enrollment rates.

- Launched a performance-based data science degree in partnership with key academic institutions, driving engagement and meeting enrollment targets.

- Supported the launch of Coursera & University of Illinois Urbana-Champaign's joint scholarship program to enhance accessibility.

- Collaborated with internal teams to ensure marketing initiatives aligned with product development goals.

Product Marketing Specialist

Aug 2017 - Jul 2018 · 1 year

Assisted in customer acquisition and retention strategies for various programs, supporting product marketing efforts. Created marketing materials that engaged Coursera's target audience and promoted key courses. Worked closely with cross-functional teams to support the launch of new products, driving user engagement and improving retention.

Education



Purdue University Daniels School of Business

Bachelor of Science, Marketing

2013 - 2017