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SKILLS

- media planning
- account management
- advertising strategy
- client service
- market research
- campaign execution

EDUCATION

**BACHELOR OF ARTS IN MARKETING -
UNIVERSITY OF FLORIDA**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Secured a 40% increase in client retention through enhanced service.
- Recognized for 'Outstanding Performance' within the company.
- Successfully managed a campaign that resulted in a 25% sales increase for a major client.

Michael Anderson

ADVERTISING CONSULTANT

Experienced advertising consultant with a strong background in print and broadcast media. With over 14 years in the industry, a comprehensive skill set has been developed in crafting compelling advertising messages that drive consumer action. Demonstrated ability to manage large-scale advertising campaigns from conception to execution, ensuring alignment with client objectives and market demands.

EXPERIENCE

ADVERTISING CONSULTANT

MediaWorks Group

2016 - Present

- Designed advertising campaigns for print and broadcast mediums.
- Managed client accounts, ensuring satisfaction and retention.
- Conducted market research to identify target demographics.
- Coordinated with production teams to ensure quality output.
- Implemented feedback mechanisms for continuous improvement.
- Presented strategic recommendations to executive clients.

SENIOR ACCOUNT EXECUTIVE

AdSphere Inc.

2014 - 2016

- Oversaw client accounts, focusing on advertising strategy.
- Developed and executed media plans across various channels.
- Analyzed campaign performance data to inform strategy.
- Collaborated with creative teams to develop impactful ads.
- Facilitated client meetings to discuss campaign progress.
- Trained junior staff on advertising best practices.