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EXPERTISE SKILLS

- media planning
- budget optimization
- audience analysis
- vendor negotiation
- campaign monitoring
- performance reporting

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Communications,
University of Communications

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

MEDIA PLANNER

Strategic Advertising Professional with extensive experience in media planning and buying. Over a decade of expertise in optimizing advertising budgets and maximizing reach through strategic media placements. Proficient in utilizing analytics and market research to drive informed decisions that enhance campaign effectiveness. Demonstrated ability to negotiate favorable rates with media vendors, resulting in significant cost savings for clients.

PROFESSIONAL EXPERIENCE

Top Tier Media Group

Mar 2018 - Present

Media Planner

- Developed and executed media plans to maximize client advertising budgets.
- Conducted in-depth audience analysis to inform media placements.
- Negotiated contracts with media outlets for optimal pricing and placement.
- Monitored campaign performance and adjusted strategies as needed.
- Collaborated with creative teams to ensure alignment of messaging across channels.
- Prepared detailed reports on media performance and ROI for clients.

Media Solutions Inc.

Dec 2015 - Jan 2018

Advertising Assistant

- Assisted in the development of media plans and strategies.
- Supported media buying processes and vendor negotiations.
- Conducted research to identify target demographics for campaigns.
- Maintained accurate records of media buys and placements.
- Collaborated with teams to track campaign performance metrics.
- Provided administrative support to the advertising department.

ACHIEVEMENTS

- Successfully decreased media costs by 20% through strategic negotiations.
- Enhanced campaign reach by 50% through targeted media placements.
- Recognized for excellence in media planning at the Annual Advertising Conference.