MICHAEL
ANDERSON

Media Analytics Research Analyst

- San Francisco, CA
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Proactive Advertising Research Analyst with a distinct focus on media analytics and audience measurement. Possesses a thorough understanding of media consumption patterns and their implications for advertising strategies. Skilled in employing advanced analytics tools to assess campaign performance and audience engagement metrics. Proven ability to provide insights that enhance media planning and purchasing decisions.

WORK EXPERIENCE

Media Analytics Research Analyst | Audience Insights Agency   Jan 2022 – Present

- Analyzed media consumption data to inform advertising strategies and placements.
- Utilized analytics platforms to track audience engagement and campaign performance.
- Collaborated with media planning teams to optimize ad buying strategies.
- Conducted research on audience demographics and behaviors to guide media decisions.
- Presented insights to stakeholders, driving data-informed media strategies.
- Maintained awareness of industry trends in media consumption and advertising effectiveness.

Advertising Research Intern | Media Strategies Group   Jul 2019 – Dec 2021

- Assisted in analyzing audience metrics for advertising campaigns.
- Conducted research on media trends and consumer preferences.
- Supported the development of reports on campaign effectiveness.
- Engaged in data collection and analysis for ongoing projects.
- Collaborated with teams to ensure alignment of strategies with audience insights.
- Participated in brainstorming sessions for ad content and placements.

SKILLS

media analytics   audience measurement   campaign performance   data-driven insights   media planning

audience engagement

EDUCATION

Bachelor of Arts in Media Studies - University of California   2015 – 2019
Los Angeles

ACHIEVEMENTS

- Improved audience targeting accuracy by 30% through data analysis.
- Recognized for contributions to a campaign that increased viewer engagement by 50%.
- Contributed to a media strategy that enhanced brand visibility across key demographics.

LANGUAGES

English   Spanish   French