



MICHAEL ANDERSON

Senior Cross Channel Media Planner

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SUMMARY

Visionary media strategist with extensive experience in cross-channel planning and execution, adept at leveraging data analytics to enhance brand visibility and optimize marketing spend. Demonstrated expertise in coordinating multi-platform campaigns that resonate with target audiences and drive measurable results. Proficient in utilizing advanced media planning tools and methodologies to develop comprehensive marketing strategies that integrate traditional and digital media.

WORK EXPERIENCE

Senior Cross Channel Media Planner Global Media Agency

Jan 2023 - Present

- Developed and executed integrated media strategies across digital, print, and broadcast channels.
- Utilized advanced analytics tools to assess campaign performance and optimize budget allocation.
- Collaborated with creative teams to ensure alignment of messaging across all platforms.
- Led cross-functional teams in the execution of high-profile media campaigns.
- Conducted market research to identify audience trends and inform strategic planning.
- Presented campaign insights and recommendations to executive leadership.

Media Planner Regional Marketing Firm

Jan 2020 - Dec 2022

- Assisted in the development of multi-channel marketing strategies to enhance brand recognition.
 - Managed project timelines and ensured deliverables met quality standards.
 - Analyzed competitor strategies to inform planning processes.
 - Engaged with clients to understand their objectives and tailor media solutions accordingly.
 - Monitored industry trends to identify new opportunities for client campaigns.
 - Prepared reports on media performance metrics and presented findings to stakeholders.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** media planning, data analysis, campaign management, client relations, market research, digital marketing
- **Awards/Activities:** Increased campaign ROI by 30% through strategic media optimization.
- **Awards/Activities:** Awarded 'Best Media Planner' by industry peers for innovative campaign execution.
- **Awards/Activities:** Successfully launched over 50 multi-channel campaigns within budget and timeline constraints.
- **Languages:** English, Spanish, French