



# Michael ANDERSON

## MEDIA PLANNING MANAGER

Strategic media planner with over a decade of experience in developing and executing comprehensive media strategies across diverse industries. Possessing an analytical mindset, this professional is adept at utilizing market research to inform strategic planning and optimize campaign performance. Skilled in fostering collaborative relationships with clients and internal teams to ensure campaigns are aligned with business objectives.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- strategic planning
- team management
- market analysis
- client engagement
- budget management
- performance optimization

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF BUSINESS  
ADMINISTRATION, UNIVERSITY OF  
MICHIGAN**

### ACHIEVEMENTS

- Successfully increased client retention rates by 25% through effective media strategies.
- Recognized with an industry award for excellence in media planning.
- Implemented new analytics tools that improved campaign tracking efficiency by 30%.

### WORK EXPERIENCE

#### MEDIA PLANNING MANAGER

National Marketing Agency

2020 - 2025

- Led the development of integrated media plans for Fortune 500 clients.
- Managed a team of planners to ensure cohesive execution of media strategies.
- Utilized advanced analytics to assess campaign effectiveness and optimize strategies.
- Engaged with clients to understand their unique needs and tailor media solutions.
- Conducted competitive analysis to inform strategic planning.
- Presented comprehensive reports to stakeholders detailing campaign outcomes.

#### SENIOR MEDIA ANALYST

Regional Media Group

2015 - 2020

- Analyzed media performance data to guide strategic planning processes.
- Collaborated with creative teams to develop impactful advertising content.
- Prepared detailed reports on market trends and audience behavior.
- Assisted in the development of media budgets and forecasting.
- Monitored industry developments and adjusted strategies accordingly.
- Facilitated training sessions for junior staff on media analysis techniques.