

MICHAEL ANDERSON

Cross Channel Media Analyst

- San Francisco, CA
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Dedicated and innovative media planner with a comprehensive understanding of cross-channel marketing strategies. Expertise in creating data-driven media plans that optimize reach and engagement across diverse platforms. Proficient in analyzing market trends and consumer behavior to inform strategic decision-making. A strong communicator and collaborator, adept at building relationships with clients and stakeholders to ensure alignment of marketing objectives.

WORK EXPERIENCE

Cross Channel Media Analyst | Emerging Media Agency

Jan 2022 – Present

- Developed cross-channel media strategies that align with client goals.
- Utilized analytics to measure campaign performance and optimize media spend.
- Collaborated with creative departments to ensure cohesive messaging across platforms.
- Monitored industry trends to identify new opportunities for clients.
- Prepared detailed performance reports for client presentations.
- Engaged with clients to understand their objectives and provide strategic insights.

Media Trainee | Advertising Solutions Agency

Jul 2019 – Dec 2021

- Supported the execution of media campaigns and strategies.
- Conducted market research to assist in campaign development.
- Prepared reports on media performance for review.
- Collaborated with team members to enhance campaign strategies.
- Maintained awareness of industry changes and innovations.
- Assisted in administrative tasks related to media planning.

SKILLS

media strategy

performance analysis

client communication

market research

collaboration

project management

EDUCATION

Bachelor of Arts in Advertising

2015 – 2019

University of North Carolina

ACHIEVEMENTS

- Achieved a 40% increase in campaign effectiveness through strategic planning.
- Recognized for outstanding contributions to team projects.
- Successfully managed a project that resulted in a 25% increase in client engagement.

LANGUAGES

English

Spanish

French