



MICHAEL ANDERSON

Senior Digital Media Strategist

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SUMMARY

Visionary Digital Media Planner with over a decade of experience in orchestrating comprehensive media strategies that elevate brand visibility and engagement across multiple platforms. Expertise in leveraging data analytics to drive campaign performance and optimize media spend. Proven track record in collaborating with cross-functional teams to deliver innovative solutions tailored to client objectives.

WORK EXPERIENCE

Senior Digital Media Strategist Innovative Marketing Solutions

Jan 2023 - Present

- Developed and implemented multi-channel digital marketing campaigns resulting in a 40% increase in engagement.
- Utilized advanced analytics tools to assess campaign performance and optimize media allocation.
- Collaborated with creative teams to produce compelling content aligned with brand messaging.
- Managed a budget exceeding \$2 million, ensuring cost-effective media buying.
- Presented strategic insights and recommendations to C-suite executives.
- Led training sessions for junior staff on best practices in digital media planning.

Digital Media Planner Global Ad Agency

Jan 2020 - Dec 2022

- Executed targeted media plans across social, display, and search platforms.
 - Monitored and analyzed key performance indicators, achieving a 25% increase in ROI.
 - Developed relationships with media vendors to negotiate favorable rates and placements.
 - Conducted market research to inform strategic planning and creative development.
 - Prepared detailed reports for clients highlighting campaign success and areas for improvement.
 - Participated in brainstorming sessions to generate innovative campaign ideas.
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EDUCATION

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

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Digital Strategy, Media Buying, Data Analysis, Budget Management, Campaign Optimization, Team Leadership
- **Awards/Activities:** Awarded 'Best Media Campaign' at the National Marketing Awards 2022.
- **Awards/Activities:** Led a project that resulted in a 50% growth in social media followers within six months.
- **Awards/Activities:** Recognized as 'Employee of the Year' for outstanding contributions to team performance.
- **Languages:** English, Spanish, French