



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Digital Campaign Management
- Budget Oversight
- Performance Metrics
- Team Management
- Strategic Partnerships
- Media Analytics

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Advertising, University of Texas at Austin

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

LEAD DIGITAL MEDIA PLANNER

Accomplished Digital Media Planner with a robust background in integrating innovative media strategies that drive brand growth and consumer engagement. Possesses a wealth of experience in utilizing advanced analytics to inform decision-making and optimize campaign performance across digital platforms. Demonstrated expertise in managing high-budget campaigns while ensuring maximum return on investment.

PROFESSIONAL EXPERIENCE

Premier Media Agency

Mar 2018 - Present

Lead Digital Media Planner

- Directed the planning and execution of high-impact digital campaigns for Fortune 500 clients.
- Utilized cutting-edge analytics tools to measure and report on campaign success.
- Developed strategic partnerships with key media vendors to enhance campaign reach.
- Managed a team of digital planners, providing mentorship and guidance on best practices.
- Presented campaign strategies and results to executive leadership.
- Implemented A/B testing to refine messaging and improve conversion rates.

NextGen Advertising

Dec 2015 - Jan 2018

Digital Media Analyst

- Conducted in-depth analysis of digital campaign performance, providing actionable insights.
- Assisted in the creation of comprehensive media plans tailored to client objectives.
- Utilized various tools to track and report on key performance indicators.
- Collaborated with creative teams to develop engaging digital content.
- Monitored industry trends to inform strategic planning.
- Participated in client presentations, showcasing campaign results and recommendations.

ACHIEVEMENTS

- Received the 'Excellence in Digital Strategy' award in 2023.
- Successfully increased client ROI by 35% through innovative media planning.
- Led a project that resulted in a 50% increase in online sales for a major brand.