

MICHAEL ANDERSON

Digital Media Consultant

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Proficient Digital Media Planner with a comprehensive understanding of digital marketing dynamics and a strong focus on performance-driven strategies. Extensive experience in managing and optimizing digital media campaigns across various platforms, ensuring alignment with client objectives. Demonstrates exceptional analytical skills, utilizing data to inform strategic decisions and enhance campaign effectiveness. Proven ability to collaborate with creative teams and stakeholders to deliver compelling marketing solutions.

WORK EXPERIENCE

Digital Media Consultant | Strategic Marketing Solutions

Jan 2022 – Present

- Consulted on digital media strategies for diverse clients, enhancing their online presence.
- Utilized performance metrics to inform campaign adjustments and optimizations.
- Developed comprehensive media plans that increased audience engagement by 35%.
- Collaborated with creative teams to produce high-quality digital content.
- Presented findings and recommendations to clients, fostering informed decision-making.
- Maintained up-to-date knowledge of digital marketing trends and best practices.

Junior Digital Media Planner | Innovate Advertising

Jul 2019 – Dec 2021

- Assisted in executing digital campaigns across various channels, focusing on performance.
- Conducted audience research to inform targeting strategies and improve results.
- Monitored campaign performance, providing regular updates to senior planners.
- Collaborated with creative teams to develop engaging advertising content.
- Participated in client meetings to discuss campaign progress and outcomes.
- Maintained knowledge of industry trends to ensure competitive strategies.

SKILLS

Digital Media Strategy

Performance Optimization

Data Analysis

Collaboration

Client Engagement

Trend Analysis

EDUCATION

Bachelor of Arts in Business Administration

2015 – 2019

University of Southern California

ACHIEVEMENTS

- Achieved a 40% increase in client engagement through optimized media strategies.
- Recognized for outstanding contributions with a 'Rising Star' award in 2023.
- Successfully launched a campaign that resulted in a 50% growth in online traffic.

LANGUAGES

English

Spanish

French