



MICHAEL ANDERSON

DIRECTOR OF DIGITAL MEDIA

PROFILE

Accomplished Director of Media Planning with a robust background in digital marketing and analytics. Over 12 years of experience in developing and executing comprehensive media strategies that drive brand growth and consumer engagement. Expertise in utilizing cutting-edge technology and data-driven insights to optimize media performance across diverse platforms. Proven ability to manage large-scale campaigns and foster relationships with key stakeholders, ensuring alignment with business objectives.

EXPERIENCE

DIRECTOR OF DIGITAL MEDIA

Innovative Advertising Agency

2016 - Present

- Directed digital media strategies that resulted in a 50% increase in online engagement.
- Oversaw a team of 20 media specialists, fostering a culture of collaboration and excellence.
- Utilized programmatic advertising to enhance targeting accuracy and reduce waste.
- Analyzed performance metrics and adjusted strategies in real-time to maximize ROI.
- Established partnerships with influencers, driving brand advocacy and awareness.
- Presented quarterly media performance reports to senior leadership, highlighting key insights and recommendations.

MEDIA ACCOUNT SUPERVISOR

Creative Media Solutions

2014 - 2016

- Managed client relationships, ensuring satisfaction and alignment with campaign objectives.
- Executed integrated marketing campaigns, leading to a 35% increase in client retention.
- Conducted competitive analysis to inform strategic planning and positioning.
- Trained and mentored junior team members on media planning best practices.
- Developed media budgets and forecasts, improving financial accuracy.
- Coordinated with external vendors to ensure seamless execution of campaigns.

CONTACT

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SKILLS

- Digital Marketing
- Data Analysis
- Programmatic Advertising
- Team Management
- Client Relations
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF CALIFORNIA, LOS ANGELES

ACHIEVEMENTS

- Achieved a 60% increase in campaign reach through innovative digital strategies.
- Recognized as 'Top Performer' for exceeding advertising goals for three consecutive years.
- Implemented a new analytics framework that improved reporting accuracy by 30%.