

MICHAEL ANDERSON

Director of Media Strategy

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Highly skilled Director of Media Planning with extensive experience in developing strategic media initiatives that drive brand growth and profitability. With over 12 years in the media industry, this professional excels in managing large-scale campaigns and optimizing media budgets to achieve maximum effectiveness. Known for a data-driven approach to media planning and execution, ensuring campaigns are informed by thorough analysis and market research.

WORK EXPERIENCE

Director of Media Strategy | Global Advertising Agency

Jan 2022 – Present

- Crafted strategic media plans that increased brand awareness by 50%.
- Managed a team of media planners, ensuring effective collaboration and execution.
- Utilized advanced analytics to track and optimize campaign performance.
- Negotiated media contracts that resulted in a 20% cost savings.
- Established training programs to enhance team skills and knowledge.
- Presented strategic insights to clients, driving informed decision-making.

Media Planner | Dynamic Media Solutions

Jul 2019 – Dec 2021

- Executed media campaigns that resulted in a 35% increase in audience engagement.
- Conducted thorough market research to inform media strategies.
- Managed client relationships, ensuring satisfaction and alignment with goals.
- Prepared detailed performance reports for stakeholders.
- Optimized media schedules to maximize reach and effectiveness.
- Trained junior staff on media planning tools and techniques.

SKILLS

Media Strategy

Data-Driven Decision Making

Team Management

Budget Optimization

Client Relations

Campaign Analysis

EDUCATION

Bachelor of Science in Business Administration

2015 – 2019

University of Pennsylvania

ACHIEVEMENTS

- Increased client satisfaction ratings by 40% through effective media planning.
- Recognized as 'Media Director of the Year' at the Annual Advertising Awards.
- Successfully led a campaign that generated a 30% increase in sales for a major client.

LANGUAGES

English

Spanish

French