



MICHAEL ANDERSON

Head of Media Planning

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SUMMARY

Visionary media strategist with over a decade of experience in orchestrating comprehensive media planning initiatives across multiple platforms. Demonstrated expertise in leveraging data analytics to optimize media spending and enhance brand visibility. Proven track record of leading cross-functional teams to execute integrated marketing campaigns that resonate with target audiences. Adept at fostering strategic partnerships with media vendors to ensure cost-effective ad placements.

WORK EXPERIENCE

Head of Media Planning Global Media Solutions

Jan 2023 - Present

- Led the development of a multi-channel media strategy that resulted in a 35% increase in brand engagement.
- Managed a \$10 million media budget, optimizing allocation to enhance cost efficiency.
- Utilized advanced analytics tools to track campaign performance and adjust strategies in real-time.
- Collaborated with creative teams to ensure alignment between media and messaging.
- Negotiated contracts with media vendors, achieving a 20% reduction in costs.
- Presented quarterly reports to executive leadership detailing media performance and insights.

Senior Media Planner Innovative Advertising Agency

Jan 2020 - Dec 2022

- Developed and executed targeted media plans for high-profile clients, increasing their market share by 15%.
 - Conducted competitive analysis to inform strategic media decisions.
 - Implemented digital media strategies that boosted online traffic by 50%.
 - Mentored junior planners, enhancing team productivity and knowledge.
 - Evaluated new media opportunities, integrating them into existing campaigns.
 - Coordinated with analytics teams to refine audience targeting methodologies.
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EDUCATION

Master of Business Administration, Marketing - Harvard University

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Strategic Planning, Data Analysis, Budget Management, Team Leadership, Negotiation, Digital Marketing
- **Awards/Activities:** Achieved a 40% increase in campaign effectiveness through innovative media strategies.
- **Awards/Activities:** Recognized as 'Media Planner of the Year' by the National Advertising Association.
- **Awards/Activities:** Successfully launched a new product line, exceeding sales targets by 30% within the first quarter.
- **Languages:** English, Spanish, French