



MICHAEL ANDERSON

HEAD OF MEDIA PLANNING

PROFILE

Dynamic leader in media planning with an extensive background in optimizing advertising spend and maximizing audience engagement. Expertise in developing data-driven strategies that align with corporate objectives, resulting in measurable growth and enhanced market positioning. Proven ability to manage diverse teams and foster collaborative environments to achieve ambitious marketing goals. Skilled in the integration of traditional and digital media strategies to create cohesive brand messaging.

EXPERIENCE

HEAD OF MEDIA PLANNING

NextGen Media Group

2016 - Present

- Directed media planning efforts for a portfolio of clients, achieving a 25% increase in overall ad effectiveness.
- Oversaw comprehensive market research initiatives to inform strategic planning decisions.
- Utilized programmatic buying platforms to enhance targeting precision.
- Established key performance indicators to measure campaign success and ROI.
- Collaborated with sales teams to align media strategies with client objectives.
- Facilitated workshops to educate clients on emerging media trends and tools.

MEDIA PLANNER

Creative Ad Agency

2014 - 2016

- Executed media plans for various clients, leading to a 20% increase in brand recognition.
- Analyzed campaign performance data to optimize future media strategies.
- Coordinated with digital marketing teams to integrate social media efforts into broader campaigns.
- Managed client relationships, ensuring satisfaction and retention.
- Developed presentations for client meetings, showcasing campaign successes.
- Participated in industry events to stay abreast of market trends and innovations.

CONTACT

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SKILLS

- Media Strategy
- Campaign Management
- Market Research
- Team Collaboration
- Client Relations
- Programmatic Advertising

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS - UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Increased client retention rates by 30% through exceptional service and results.
- Received the 'Excellence in Media Planning' award at the annual marketing conference.
- Boosted audience engagement metrics by 45% for a major product launch campaign.