



Michael ANDERSON

HEAD OF MEDIA PLANNING

Strategic media planner with a strong foundation in utilizing data analytics to inform decision-making and enhance campaign effectiveness. Proven ability to conceptualize and execute comprehensive media strategies that align with brand objectives and resonate with target audiences. Experienced in leading cross-functional teams and managing multiple projects simultaneously in fast-paced environments. Recognized for fostering strong relationships with media partners to secure optimal placements and pricing.

CONTACT

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SKILLS

- Data Analytics
- Team Leadership
- Media Negotiation
- Audience Targeting
- Campaign Analysis
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF ARTS IN ADVERTISING -
COLUMBIA UNIVERSITY**

ACHIEVEMENTS

- Recognized for achieving a 50% increase in campaign reach.
- Received the 'Outstanding Contribution to Media Planning' award during tenure.
- Successfully launched a new brand initiative that exceeded engagement goals by 35%.

WORK EXPERIENCE

HEAD OF MEDIA PLANNING

Visionary Media Agency

2020 - 2025

- Developed and executed comprehensive media strategies that resulted in a 30% increase in client satisfaction.
- Managed a diverse team of media professionals, enhancing collaboration and productivity.
- Utilized advanced analytics to refine audience targeting and improve campaign outcomes.
- Negotiated favorable media contracts, leading to a 20% reduction in overall costs.
- Presented strategic insights and recommendations to C-suite executives.
- Conducted competitor analysis to identify opportunities for client differentiation.

MEDIA COORDINATOR

Creative Marketing Solutions

2015 - 2020

- Assisted in the planning and execution of media campaigns for various clients.
- Analyzed media performance data to support strategic decision-making.
- Collaborated with creative teams to ensure brand consistency across platforms.
- Maintained relationships with media vendors to ensure timely ad placements.
- Prepared reports detailing campaign performance and insights.
- Participated in brainstorming sessions to generate innovative campaign ideas.