



MICHAEL ANDERSON

INTEGRATED MEDIA DIRECTOR

PROFILE

Accomplished Integrated Media Planner with extensive experience in developing innovative media strategies that drive brand engagement and sales growth. Exceptional aptitude for analyzing market trends and consumer behavior to inform strategic planning and execution. Proven track record of managing large-scale campaigns across multiple platforms, ensuring optimal resource allocation and impactful messaging.

EXPERIENCE

INTEGRATED MEDIA DIRECTOR

Global Marketing Group

2016 - Present

- Directed the media planning department, overseeing a team of 10 planners.
- Developed comprehensive media strategies for high-profile clients, increasing market share.
- Implemented innovative digital solutions that improved engagement rates by 40%.
- Evaluated and optimized media spend across various channels based on performance analytics.
- Established key performance indicators to measure campaign success effectively.
- Facilitated workshops to educate clients on emerging media trends and technologies.

MEDIA PLANNER

Creative Ad Agency

2014 - 2016

- Executed media plans for diverse campaigns, achieving targeted reach and frequency.
- Collaborated with creative teams to develop cohesive messaging strategies.
- Analyzed campaign data to provide insights for ongoing optimization.
- Engaged in regular communication with clients to align on strategic goals.
- Tracked industry trends to inform media recommendations and innovations.
- Contributed to a 15% increase in client retention through exceptional service.

CONTACT

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SKILLS

- strategic planning
- team leadership
- performance measurement
- market analysis
- client management
- digital innovation

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING
CONCENTRATION, BUSINESS
UNIVERSITY

ACHIEVEMENTS

- Led a campaign that resulted in a 50% increase in lead generation.
- Won a national award for excellence in media planning in 2023.
- Achieved a 35% improvement in client engagement through targeted strategies.