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EXPERTISE SKILLS

- creative strategy
- budget management
- analytics
- client relations
- campaign execution
- digital media

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Communication, Media Studies, University of Media Arts

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

INTEGRATED MEDIA PLANNER

Innovative Integrated Media Planner with a passion for crafting compelling narratives through strategic media placements. Expertise in utilizing data analytics to drive decision-making and enhance campaign effectiveness. Strong background in both traditional and digital media, with a focus on aligning marketing initiatives with business goals. Adept at collaborating with cross-functional teams to execute integrated campaigns that resonate with target audiences.

PROFESSIONAL EXPERIENCE

NextGen Media Group

Mar 2018 - Present

Integrated Media Planner

- Designed and implemented integrated media campaigns for emerging brands.
- Utilized social media analytics tools to optimize campaign performance.
- Coordinated with creative teams to ensure alignment of campaign visuals and messaging.
- Managed budgets effectively, resulting in a 20% reduction in media spend.
- Analyzed competitor strategies to inform media planning decisions.
- Presented campaign results to clients, leading to a 90% satisfaction rate.

Innovative Advertising

Dec 2015 - Jan 2018

Junior Media Planner

- Assisted in developing media plans that aligned with client objectives.
- Conducted market research to identify optimal media channels.
- Tracked campaign performance metrics and reported findings to senior planners.
- Collaborated with account managers to ensure client satisfaction.
- Participated in brainstorming sessions to generate creative campaign ideas.
- Achieved a 25% increase in campaign effectiveness through targeted adjustments.

ACHIEVEMENTS

- Successfully launched a brand awareness campaign that reached 500,000 users.
- Recognized for innovative media solutions that enhanced client visibility.
- Achieved a 40% increase in social media engagement through targeted strategies.