



# Michael ANDERSON

## MEDIA PLANNING SPECIALIST

### CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

### SKILLS

- project management
- data interpretation
- client communication
- media research
- campaign analysis
- teamwork

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN ADVERTISING,  
UNIVERSITY OF CREATIVE MEDIA**

### ACHIEVEMENTS

- Enhanced campaign performance leading to a 20% increase in sales for key clients.
- Earned recognition for outstanding project management in 2022.
- Successfully executed a campaign that exceeded engagement targets by 50%.

Detail-oriented Integrated Media Planner specializing in the orchestration of multi-channel campaigns that drive audience engagement and brand loyalty. Possessing a strong analytical mindset, capable of interpreting data to inform strategic planning and execution. Experienced in managing complex projects from inception to completion, ensuring alignment with client expectations and market demands. A collaborative professional with a proven ability to work effectively within diverse teams to achieve shared objectives.

### WORK EXPERIENCE

#### MEDIA PLANNING SPECIALIST

Strategic Media Partners

2020 - 2025

- Developed comprehensive media strategies tailored to client goals.
- Leveraged audience insights to drive targeted media buys across platforms.
- Coordinated with analytics teams to assess campaign effectiveness.
- Managed project timelines and deliverables to ensure timely execution.
- Conducted client presentations to communicate strategy and performance.
- Achieved a 15% increase in client engagement through optimized media placements.

#### ASSISTANT MEDIA PLANNER

Creative Solutions Inc.

2015 - 2020

- Supported media planning efforts for various client accounts.
- Conducted research to identify target demographics and media opportunities.
- Assisted in the preparation of media plans and budgets.
- Monitored campaign performance and compiled reports for senior planners.
- Participated in client meetings to discuss campaign progress and adjustments.
- Contributed to a 30% improvement in campaign efficiency through data analysis.