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SKILLS

- digital strategy
- performance optimization
- client management
- analytics
- media negotiations
- teamwork

EDUCATION

BACHELOR OF SCIENCE IN MARKETING,
DIGITAL MEDIA FOCUS, UNIVERSITY OF
DIGITAL ARTS

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Successfully launched a digital campaign that surpassed engagement goals by 60%.
- Recognized for excellence in digital media planning in 2023.
- Achieved a 25% increase in conversion rates through targeted strategies.

Michael Anderson

DIGITAL MEDIA PLANNER

Versatile Integrated Media Planner with a strong foundation in digital marketing and a keen understanding of evolving media trends. Expertise in crafting integrated campaigns that align with client objectives and resonate with target audiences. Proven ability to analyze data and derive actionable insights that inform strategic decision-making. Skilled in managing relationships with clients and stakeholders, ensuring transparency and collaboration throughout the campaign lifecycle.

EXPERIENCE

DIGITAL MEDIA PLANNER

Tech Forward Media

2016 - Present

- Developed and executed digital media strategies across various platforms.
- Monitored and optimized campaign performance using analytics tools.
- Collaborated with creative teams to align digital content with brand messaging.
- Engaged in A/B testing to refine targeting strategies and improve outcomes.
- Maintained relationships with digital vendors to negotiate favorable terms.
- Achieved a 35% increase in website traffic through targeted digital campaigns.

MEDIA COORDINATOR

Innovative Media Solutions

2014 - 2016

- Assisted in the development of integrated media plans for clients.
- Conducted competitor analysis to inform strategic recommendations.
- Compiled performance reports to highlight campaign successes and areas for improvement.
- Supported the execution of media buys across various channels.
- Participated in team meetings to strategize future campaigns.
- Contributed to a 10% increase in campaign effectiveness through targeted insights.