

MICHAEL ANDERSON

Integrated Media Planner

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Results-driven Integrated Media Planner with a strong background in both traditional and digital media. Expertise in developing strategic media plans that effectively reach target audiences while maximizing ROI. Proven ability to analyze data and market trends to inform media buying decisions and optimize campaign performance. A collaborative professional with a track record of working successfully with clients and internal teams to execute integrated campaigns.

WORK EXPERIENCE

Integrated Media Planner | Dynamic Media Solutions

Jan 2022 – Present

- Developed strategic media plans that aligned with client goals and market trends.
- Monitored and analyzed campaign performance to inform optimization strategies.
- Collaborated with creative teams to ensure cohesive messaging across channels.
- Negotiated media buys resulting in improved cost efficiency and reach.
- Presented performance insights to clients, fostering transparency and trust.
- Achieved a 20% increase in campaign effectiveness through targeted adjustments.

Assistant Media Planner | Creative Edge Agency

Jul 2019 – Dec 2021

- Assisted in the development of media plans for various clients.
- Conducted research to identify target demographics and media consumption patterns.
- Compiled performance reports to highlight successes and areas for improvement.
- Supported the execution of media buys across multiple platforms.
- Participated in strategy sessions to brainstorm campaign ideas.
- Contributed to a 15% improvement in campaign efficiency through data analysis.

SKILLS

campaign strategy

data analysis

media buying

client management

teamwork

performance optimization

EDUCATION

Bachelor of Science in Advertising

2015 – 2019

University of Advertising Sciences

ACHIEVEMENTS

- Successfully led a campaign that resulted in a 50% increase in brand awareness.
- Recognized for outstanding contributions to project success in 2023.
- Achieved a 30% increase in client retention through effective media strategies.

LANGUAGES

English

Spanish

French