



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Distinguished marketing strategist with over a decade of experience in orchestrating comprehensive media planning initiatives for high-profile brands. Expertise encompasses the development of intricate media strategies that align with corporate goals, leveraging data analytics to optimize campaign performance. Proven track record of enhancing brand visibility through innovative digital and traditional media channels, fostering robust partnerships with stakeholders.

WORK EXPERIENCE

Senior Media Planner Global Marketing Solutions

Jan 2023 - Present

- Developed and executed multi-channel media strategies for clients in diverse sectors.
- Utilized advanced analytics tools to track campaign performance and optimize spend.
- Collaborated with creative teams to ensure alignment of messaging across platforms.
- Established relationships with media vendors to negotiate favorable rates and placements.
- Conducted market research to identify emerging trends and opportunities.
- Presented campaign results to stakeholders, translating complex data into actionable insights.

Media Planner Innovative Media Agency

Jan 2020 - Dec 2022

- Assisted in the planning and execution of comprehensive media campaigns.
 - Monitored and reported on campaign KPIs to ensure alignment with client objectives.
 - Engaged in competitive analysis to inform strategic media decisions.
 - Utilized programmatic buying platforms to enhance targeting and efficiency.
 - Supported the development of creative briefs for campaign execution.
 - Participated in client meetings to discuss performance metrics and adjustments.
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EDUCATION

Master of Business Administration, Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Data Analysis, Budget Management, Cross-Functional Leadership, Negotiation, Campaign Optimization
- **Awards/Activities:** Increased client campaign ROI by 35% through strategic media investments.
- **Awards/Activities:** Recognized as Employee of the Year in 2020 for outstanding performance.
- **Awards/Activities:** Successfully managed a \$5 million media budget with a 20% cost savings.
- **Languages:** English, Spanish, French