



MICHAEL ANDERSON

LEAD DIGITAL MEDIA PLANNER

CONTACT

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- San Francisco, CA

SKILLS

- Digital Strategy
- Audience Targeting
- Campaign Management
- Team Leadership
- Data Analytics
- Client Relations

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Achieved a 40% increase in client engagement through targeted campaigns.
- Recipient of the Rising Star Award in 2021 for excellence in digital media planning.
- Managed campaigns that resulted in a 25% uplift in brand awareness metrics.

PROFILE

Innovative media planner with a robust background in digital marketing and brand strategy, possessing over eight years of experience in developing and executing targeted media campaigns. Expertise lies in utilizing cutting-edge technology and data-driven insights to craft impactful media strategies that resonate with diverse audiences. Demonstrated ability to lead teams in high-pressure environments, ensuring seamless execution of complex projects while consistently exceeding client expectations.

EXPERIENCE

LEAD DIGITAL MEDIA PLANNER

Tech Innovations Group

2016 - Present

- Designed and implemented digital media strategies that increased traffic by over 50%.
- Utilized data analytics tools to optimize campaign performance in real-time.
- Managed relationships with key digital platforms for strategic ad placements.
- Conducted A/B testing to refine messaging and targeting strategies.
- Led a team of junior planners in the execution of complex media buys.
- Presented strategic recommendations to senior management based on market analysis.

ASSOCIATE MEDIA PLANNER

Creative Media Solutions

2014 - 2016

- Supported the development of media plans for various clients across multiple industries.
- Analyzed audience data to inform targeting and placement strategies.
- Assisted in the negotiation of media buys to secure optimal placements.
- Prepared performance reports to evaluate campaign effectiveness.
- Collaborated with creative teams to ensure cohesive messaging.
- Engaged in ongoing training to stay updated on industry trends and technologies.