



# MICHAEL ANDERSON

## Programmatic Media Planner

Highly skilled media planner with a specialization in programmatic advertising and digital media strategies, boasting over six years of experience in optimizing media campaigns for maximum efficiency. Renowned for a data-centric approach that drives effective targeting and enhanced audience engagement. Expertise in utilizing programmatic platforms and analytics tools to refine media strategies, ensuring alignment with client objectives.

### CONTACT

- (555) 234-5678
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- San Francisco, CA

### EDUCATION

#### Bachelor of Arts in Digital Marketing

University of Michigan  
2016-2020

### SKILLS

- Programmatic Advertising
- Data Optimization
- Client Communication
- Analytics Tools
- Campaign Management
- Performance Review

### LANGUAGES

- English
- Spanish
- French

### WORK EXPERIENCE

#### Programmatic Media Planner

2020-2023

Digital Media Solutions

- Executed programmatic media campaigns that improved targeting accuracy by 30%.
- Utilized advanced analytics to assess and optimize campaign performance.
- Collaborated with sales teams to align media strategies with client goals.
- Managed relationships with technology partners to enhance platform capabilities.
- Conducted regular performance reviews to inform strategic adjustments.
- Presented insights and recommendations to clients to drive informed decision-making.

#### Media Coordinator

2019-2020

AdTech Agency

- Supported the planning and execution of digital media campaigns.
- Assisted in the analysis of campaign performance metrics.
- Engaged in client meetings to discuss campaign objectives and strategies.
- Prepared reports summarizing key findings and insights.
- Collaborated with creative teams to produce engaging ad content.
- Participated in training sessions to enhance digital media knowledge.

### ACHIEVEMENTS

- Achieved a 25% increase in campaign efficiency through targeted strategies.
- Recognized as Top Performer for exceptional contributions in 2022.
- Successfully managed a portfolio of clients with a 95% satisfaction rate.