

MICHAEL ANDERSON

Media Insights Director

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Analytical Media Analytics Executive with a focus on data-driven decision-making to enhance media performance. Expertise in utilizing advanced analytics techniques to derive insights that inform strategic media planning. Proven track record of collaborating with cross-functional teams to implement data-driven initiatives that align with business objectives. Recognized for a detail-oriented approach and the ability to communicate complex data insights effectively.

WORK EXPERIENCE

Media Insights Director | Insightful Media Agency

Jan 2022 – Present

- Directed media insights initiatives to improve performance and engagement.
- Utilized advanced analytics tools to extract and analyze campaign data.
- Collaborated with marketing teams to develop data-driven media strategies.
- Presented analytical insights to stakeholders, driving strategic alignment.
- Managed media budgets to ensure effective resource allocation.
- Mentored junior analysts in data analysis and reporting techniques.

Senior Data Analyst | Analytics Partners

Jul 2019 – Dec 2021

- Conducted comprehensive analyses of media performance metrics.
- Utilized SQL and R for data extraction and reporting.
- Collaborated with creative teams to enhance media content strategies.
- Monitored industry trends to inform strategic planning.
- Developed training materials for internal analytics workshops.
- Presented findings to various stakeholders to enhance decision-making.

SKILLS

Data-Driven Decision Making

Media Performance Analysis

Team Management

Strategic Planning

Communication Skills

Budget Management

EDUCATION

Master of Arts in Marketing Analytics

2015 – 2019

University of Michigan

ACHIEVEMENTS

- Increased campaign ROI by 35% through data-driven optimizations.
- Implemented a new analytics framework that improved reporting accuracy by 50%.
- Received 'Best Team Leader' award for excellence in team management.

LANGUAGES

English

Spanish

French