



MICHAEL ANDERSON

Senior Media Budget Planner

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SUMMARY

Strategic and results-oriented Media Budget Planner with over a decade of experience in optimizing media investments for leading advertising agencies. Expertise lies in developing comprehensive budget plans that align with client objectives while maximizing ROI. Proven track record in analyzing market trends and media performance metrics to inform budget allocations. Adept at collaborating with cross-functional teams to ensure seamless execution of campaigns and adherence to financial guidelines.

WORK EXPERIENCE

Senior Media Budget Planner **AdVantage Media Group**

Jan 2023 - Present

- Developed annual media budgets exceeding \$10 million for diverse client portfolios.
- Executed comprehensive analysis of media performance to optimize budget allocations.
- Collaborated with creative teams to ensure budget adherence while achieving campaign objectives.
- Utilized advanced analytics tools to forecast media spend and ROI effectively.
- Presented budget proposals and performance reports to executive stakeholders.
- Streamlined budgeting processes, reducing turnaround time by 30%.

Media Budget Analyst **Visionary Advertising**

Jan 2020 - Dec 2022

- Assisted in the formulation of media budgets for campaigns across multiple platforms.
 - Analyzed historical data to inform future budgetary decisions.
 - Maintained accurate financial records and budget tracking systems.
 - Coordinated with vendors to negotiate pricing and optimize media buys.
 - Generated weekly budget reports to monitor spending against projections.
 - Conducted post-campaign analyses to evaluate budget efficiency.
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EDUCATION

Bachelor of Arts in Marketing, **University of California, Berkeley**

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Budgeting, Media Planning, Data Analysis, ROI Optimization, Stakeholder Communication, Campaign Management
- **Awards/Activities:** Successfully reduced media costs by 15% through strategic negotiations.
- **Awards/Activities:** Received 'Excellence in Budget Management' award for outstanding performance.
- **Awards/Activities:** Improved client satisfaction ratings by 20% through effective budget management.
- **Languages:** English, Spanish, French