



MICHAEL ANDERSON

LEAD MEDIA BUDGET PLANNER

PROFILE

Dynamic Media Budget Planner with extensive experience in financial management and strategic planning within the media sector. Proven ability to develop and implement effective budget strategies that support organizational goals while ensuring fiscal responsibility. Expertise in leveraging analytics to drive decision-making processes and enhance media investment outcomes. Recognized for exceptional skills in stakeholder engagement, fostering collaborative relationships that enhance project success.

EXPERIENCE

LEAD MEDIA BUDGET PLANNER

Global Media Solutions

2016 - Present

- Directed the budgeting process for high-profile media campaigns with budgets exceeding \$5 million.
- Implemented data-driven strategies resulting in a 25% increase in budget efficiency.
- Managed cross-functional teams to ensure alignment on financial objectives.
- Conducted risk assessments to identify potential budgetary challenges.
- Developed training programs for junior staff on budget management best practices.
- Facilitated quarterly financial reviews with senior management.

MEDIA FINANCIAL ANALYST

Creative Media Group

2014 - 2016

- Analyzed media spending trends to provide actionable insights for budget planning.
- Maintained detailed financial models for media budgets across various campaigns.
- Collaborated with clients to align budget strategies with marketing goals.
- Prepared monthly budget reports for internal and external stakeholders.
- Utilized financial software to enhance accuracy in budget tracking.
- Participated in strategic planning sessions to align budgets with business objectives.

CONTACT

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- San Francisco, CA

SKILLS

- Financial Management
- Strategic Planning
- Budget Analysis
- Risk Assessment
- Stakeholder Engagement
- Financial Modeling

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, FINANCE, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Recognized for achieving a 30% reduction in unnecessary expenses.
- Awarded 'Top Performer' for exceeding budgetary goals consistently.
- Increased accuracy of budget forecasts by implementing new analytical tools.