



Michael ANDERSON

MEDIA BUDGET SUPERVISOR

Accomplished Media Budget Planner with a robust background in traditional and digital media budgeting. Expertise in developing financial strategies that not only meet client expectations but also enhance overall campaign performance. Proven success in managing multi-million dollar budgets and optimizing resource allocation to drive results. Strong analytical capabilities and proficiency in using financial software to track and report on budget performance.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Budget Oversight
- Financial Analysis
- Resource Allocation
- Reporting
- Compliance
- Team Training

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF BUSINESS
ADMINISTRATION, MARKETING,
UNIVERSITY OF MICHIGAN**

ACHIEVEMENTS

- Successfully managed budgets that led to a 15% increase in overall campaign effectiveness.
- Received 'Outstanding Performance' award for superior budget management.
- Implemented cost-saving measures that reduced expenses by 10%.

WORK EXPERIENCE

MEDIA BUDGET SUPERVISOR

Premier Media Agency

2020 - 2025

- Oversaw the budgeting process for comprehensive media campaigns worth over \$8 million.
- Conducted in-depth analysis of budget performance against KPIs.
- Collaborated with senior leadership to refine budgeting strategies.
- Trained junior staff on best practices in media budgeting.
- Implemented a new tracking system that improved reporting accuracy by 35%.
- Ensured compliance with financial regulations and company policies.

JUNIOR MEDIA BUDGET PLANNER

Focus Media Group

2015 - 2020

- Assisted in the preparation of media budgets for various marketing initiatives.
- Monitored expenses to ensure adherence to budget limits.
- Collaborated with teams to gather input for budget development.
- Prepared regular budget reports for management review.
- Supported the implementation of budgetary adjustments as needed.
- Participated in client calls to discuss budgetary concerns.