MICHAEL ANDERSON

Media Budget Coordinator

MA

CONTACT

(555) 234-5678

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San Francisco, CA

EDUCATION

Bachelor of Arts in Advertising

University of North Carolina

2016-2020

SKILLS

- Traditional Media Planning
- Budget Coordination
- Financial Analysis
- Stakeholder Collaboration
- Reporting
- Compliance

LANGUAGES

- English
- Spanish
- French

Experienced Media Budget Planner with a strong foundation in traditional media planning and budget management. Proven expertise in developing comprehensive budgets that effectively support marketing objectives while maintaining fiscal discipline. Adept at analyzing market trends and campaign performance to inform budgetary decisions. Exceptional communication skills facilitate collaboration with stakeholders to ensure budgetary alignment with strategic goals.

💼 WORK EXPERIENCE

Media Budget Coordinator   2020-2023

Elite Media Agency

- Coordinated the budgeting process for traditional media campaigns.
- Analyzed financial data to identify trends and inform budget adjustments.
- Collaborated with the creative team to align budgets with campaign strategies.
- Prepared detailed budget reports for client presentations.
- Maintained accurate records of all media expenditures.
- Supported senior management in financial forecasting and planning.

Assistant Media Planner   2019-2020

MediaWorks Agency

- Assisted in the development of media budgets for various projects.
- Monitored campaign spending to ensure compliance with budget limits.
- Collaborated with vendors to negotiate media placements.
- Prepared financial summaries for internal team reviews.
- Participated in client meetings to discuss budgetary concerns.
- Supported the implementation of budget adjustments as necessary.

★ ACHIEVEMENTS

- Successfully managed budgets leading to a 10% increase in campaign reach.
- Received recognition for outstanding performance in budget management.
- Implemented process improvements that enhanced budget tracking accuracy.