



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Strategic Planning
- Budget Management
- Team Leadership
- Negotiation
- Data Analytics
- Cross-Channel Marketing

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Marketing, Florida State University

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

MEDIA BUYING DIRECTOR

Strategic media buyer with extensive experience in traditional and digital media landscapes, specializing in maximizing advertising effectiveness through data-driven decision-making. Expertise in crafting tailored media strategies that align with client objectives and resonate with target demographics. Proven ability to manage large-scale budgets while delivering measurable results and optimizing campaign performance. Known for fostering collaborative relationships with media vendors and internal stakeholders to drive innovative marketing solutions.

PROFESSIONAL EXPERIENCE

Premier Marketing Group

Mar 2018 - Present

Media Buying Director

- Oversaw development and execution of media buying strategies for a diverse portfolio of clients.
- Established and maintained relationships with key media vendors to negotiate advantageous rates.
- Led a team of media buyers, providing guidance and mentorship to enhance performance.
- Implemented data analytics to assess campaign effectiveness and optimize spend.
- Presented strategic recommendations to C-level executives, influencing key business decisions.
- Conducted competitive analysis to inform media planning and buying strategies.

AdVantage Agency

Dec 2015 - Jan 2018

Senior Media Buyer

- Executed comprehensive media buying plans across print, radio, and digital platforms.
- Monitored campaign performance metrics, adjusting strategies to maximize impact.
- Collaborated with creative teams to ensure alignment of messaging and branding.
- Managed client relationships, providing regular updates and performance reports.
- Trained junior staff on media buying best practices and strategies.
- Conducted post-campaign analyses to inform future media planning efforts.

ACHIEVEMENTS

- Increased overall campaign effectiveness by 35% through targeted media strategies.
- Recognized for excellence in media negotiations, achieving a 20% cost reduction.
- Successfully managed campaigns with a total budget exceeding \$10 million.