



MICHAEL ANDERSON

Performance Media Buyer

Dedicated media buyer with a strong foundation in advertising and marketing strategies, specializing in digital media and performance marketing. Recognized for the ability to drive engagement and conversion through effective media planning and execution. Proven success in managing campaigns that leverage data analytics to inform strategies and enhance outcomes. Skilled in building relationships with media vendors and clients, ensuring alignment on objectives and expectations.

CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing

University of Texas at Austin
2016-2020

SKILLS

- Digital Media Buying
- Performance Marketing
- Data Analysis
- Relationship Building
- Creative Strategy
- Market Research

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Performance Media Buyer

2020-2023

Digital Impact Agency

- Developed and executed performance-driven media buying strategies across various digital platforms.
- Tracked and analyzed campaign performance metrics to inform optimization efforts.
- Collaborated with creative teams to design engaging ad content that drives conversions.
- Managed relationships with media partners to negotiate favorable rates and placements.
- Conducted market research to identify trends and inform advertising strategies.
- Presented campaign insights and recommendations to clients, fostering collaboration.

Media Assistant

2019-2020

Creative Marketing Solutions

- Supported the media buying team in executing digital campaigns for various clients.
- Monitored campaign performance and prepared analytics reports for management.
- Coordinated with external vendors to ensure timely execution of media buys.
- Assisted in the development of media plans and creative strategies.
- Conducted competitor research to identify market opportunities.
- Participated in team brainstorming sessions to generate innovative ideas.

ACHIEVEMENTS

- Achieved a 35% increase in conversion rates through targeted media campaigns.
- Recognized for outstanding team collaboration and communication skills.
- Successfully managed campaigns for over 15 clients, enhancing brand visibility.