MICHAEL ANDERSON

Media Buyer

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

Experienced media buyer with a comprehensive understanding of the advertising landscape, specializing in both traditional and digital media strategies. Demonstrated ability to manage large-scale campaigns effectively, focusing on maximizing reach and engagement while adhering to budget constraints. Proficient in utilizing various media buying tools and analytics to refine campaign strategies and achieve desired outcomes.

WORK EXPERIENCE

Media Buyer | Visionary Advertising   Jan 2022 – Present

- Executed media buying strategies across TV, radio, and digital platforms.
- Managed a $2 million media budget, ensuring optimal resource allocation.
- Analyzed campaign data to inform strategic adjustments and improve performance.
- Negotiated contracts with media vendors to achieve cost-effective placements.
- Collaborated with creative teams to align messaging across channels.
- Presented detailed reports on campaign performance to clients, ensuring transparency.

Media Trainee | Ad Agency Group   Jul 2019 – Dec 2021

- Assisted in the execution of media buying campaigns for various clients.
- Monitored campaign performance and compiled analytics reports for senior staff.
- Coordinated with vendors to ensure timely media placements.
- Conducted market research to identify advertising opportunities.
- Supported senior media buyers in negotiations and planning.
- Participated in team meetings to discuss strategies and campaign updates.

SKILLS

Media Planning   Budget Management   Campaign Analysis   Negotiation   Cross-Functional Collaboration

Market Trends

EDUCATION

Bachelor of Arts in Advertising   2015 – 2019
New York University

ACHIEVEMENTS

- Increased client engagement by 40% through effective media strategies.
- Recognized for excellence in campaign management during annual performance reviews.
- Successfully launched over 30 advertising campaigns with measurable success.

LANGUAGES

English   Spanish   French