



MICHAEL ANDERSON

Senior Media Buyer

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SUMMARY

Dynamic and results-oriented Media Buying Manager with over a decade of experience steering strategic advertising initiatives across diverse platforms. Demonstrated expertise in optimizing media spend to maximize ROI while leveraging data analytics to inform decision-making. Proficient in developing comprehensive media plans that align with overall marketing strategies, ensuring brand visibility and audience engagement.

WORK EXPERIENCE

Senior Media Buyer Global Media Solutions

Jan 2023 - Present

- Executed multi-channel media campaigns that resulted in a 30% increase in brand awareness.
- Utilized advanced analytics tools to monitor campaign performance and optimize strategies in real-time.
- Developed strong partnerships with key media vendors to secure advantageous pricing and placements.
- Led a team of media planners and buyers to achieve departmental goals and enhance operational efficiency.
- Conducted market research to identify emerging trends and consumer preferences.
- Presented comprehensive media plans and performance reports to executive leadership.

Media Planner Creative Ad Agency

Jan 2020 - Dec 2022

- Collaborated with creative teams to align media strategies with campaign objectives.
 - Managed budgets exceeding \$2 million, ensuring optimal allocation of resources.
 - Analyzed competitive landscape to inform strategic media placements.
 - Executed programmatic buying strategies to enhance digital reach.
 - Tracked and reported on key performance indicators to stakeholders.
 - Facilitated post-campaign analysis to assess effectiveness and inform future tactics.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Buying, Digital Marketing, Data Analysis, Negotiation, Team Leadership, Campaign Management
- **Awards/Activities:** Awarded 'Best Media Campaign' at the National Advertising Awards in 2021.
- **Awards/Activities:** Increased media ROI by 40% through strategic optimization efforts.
- **Awards/Activities:** Recognized for excellence in vendor relations and negotiation skills.
- **Languages:** English, Spanish, French