



MICHAEL ANDERSON

MEDIA BUYING DIRECTOR

PROFILE

Innovative Media Buying Manager with a profound understanding of digital ecosystems and consumer behavior. Equipped with over eight years of experience in developing and executing data-driven media strategies that drive substantial business growth. Expertise in leveraging cutting-edge technology and tools to enhance targeting precision and campaign effectiveness. A strategic thinker adept at collaborating with creative and marketing teams to create synergistic media approaches that resonate with target audiences.

EXPERIENCE

MEDIA BUYING DIRECTOR

NextGen Media Group

2016 - Present

- Oversaw a \$5 million media budget, achieving a 25% increase in campaign effectiveness.
- Implemented advanced attribution models to accurately measure campaign impact.
- Developed innovative digital media strategies that enhanced brand visibility.
- Coordinated with analytics teams to refine targeting and optimize ad placements.
- Mentored junior buyers and planners in best practices and industry standards.
- Presented quarterly performance insights to senior management.

DIGITAL MEDIA BUYER

Advertising Innovators

2014 - 2016

- Executed targeted digital campaigns across social media and display networks.
- Analyzed user engagement metrics to refine audience targeting strategies.
- Collaborated with creative teams to design compelling ad content.
- Managed relationships with key digital platforms to maximize ad spend efficiency.
- Conducted A/B testing to optimize ad performance and conversion rates.
- Reported on campaign performance metrics to inform future media planning.

CONTACT

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

SKILLS

- Digital Media Strategy
- Budget Management
- Performance Analysis
- Team Development
- Vendor Negotiation
- Creative Collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING, NEW
YORK UNIVERSITY

ACHIEVEMENTS

- Recipient of the 'Top Media Buyer' award in 2020 for outstanding campaign results.
- Increased click-through rates by 50% through innovative targeting techniques.
- Successfully launched a viral campaign that garnered over 1 million impressions.