



Michael ANDERSON

MEDIA STRATEGY MANAGER

Accomplished Media Buying Manager with extensive expertise in digital marketing and media strategy, complemented by over nine years of experience in diverse advertising environments. Proven ability to develop and implement comprehensive media plans that enhance brand recognition and drive consumer engagement. Skilled in data analytics, enabling the identification of key performance indicators that guide strategic adjustments.

CONTACT

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SKILLS

- Digital Marketing
- Media Strategy
- Team Management
- Data Analytics
- Vendor Relations
- Performance Optimization

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN
COMMUNICATIONS, UNIVERSITY OF
SOUTHERN CALIFORNIA**

ACHIEVEMENTS

- Increased digital ad performance by 45% through strategic targeting.
- Recognized for excellence in media negotiation resulting in cost savings.
- Successfully implemented a new analytics framework that improved reporting accuracy.

WORK EXPERIENCE

MEDIA STRATEGY MANAGER

Synergy Advertising Group

2020 - 2025

- Directed media strategy for multiple high-profile clients, achieving an average 30% increase in engagement.
- Managed a dedicated team of media buyers and analysts to execute campaigns efficiently.
- Utilized advanced software to analyze audience data and refine targeting strategies.
- Negotiated contracts with various media outlets to secure optimal placements.
- Presented campaign results to clients, highlighting ROI and future recommendations.
- Developed training programs to enhance team skills and knowledge.

ASSISTANT MEDIA BUYER

Creative Dynamics

2015 - 2020

- Supported the execution of media plans across digital and traditional platforms.
- Conducted market research to identify target demographics and media consumption patterns.
- Assisted in budget allocation and tracking for various campaigns.
- Collaborated with creative teams to ensure alignment of messaging and branding.
- Monitored ongoing campaign performance and provided insights for adjustments.
- Engaged with media vendors to secure competitive rates and placements.