



MICHAEL ANDERSON

Senior Digital Media Buyer

Results-driven Media Buying Manager with extensive experience in both traditional and digital media landscapes, bringing over 11 years of expertise in creating and implementing successful media strategies. Proven track record in optimizing advertising budgets to achieve maximum brand exposure and customer engagement. Strong analytical capabilities allow for effective tracking of key performance indicators, ensuring continuous improvement in campaign execution.

CONTACT

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- San Francisco, CA

EDUCATION

Master of Science in Advertising
Syracuse University
2016-2020

SKILLS

- Media Strategy
- Budget Oversight
- Campaign Optimization
- Performance Tracking
- Relationship Management
- Cross-Functional Collaboration

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Senior Digital Media Buyer 2020-2023
Innovative Marketing Solutions

- Managed and optimized digital campaigns, resulting in a 50% increase in client website traffic.
- Oversaw a media budget of \$6 million, ensuring strategic allocation of resources.
- Utilized advanced analytics to inform media buying decisions and improve targeting.
- Established strong partnerships with digital platforms to enhance campaign reach.
- Coordinated with creative teams to ensure alignment with branding and messaging.
- Presented comprehensive performance reports to stakeholders, driving data-informed strategies.

Media Buyer 2019-2020
Creative Concepts

- Executed media buying strategies across various channels, including print and online.
- Conducted thorough market analysis to inform media planning decisions.
- Managed relationships with media vendors to secure optimal advertising placements.
- Tracked and reported campaign performance metrics to ensure effectiveness.
- Engaged in continuous learning to stay updated on industry shifts and trends.
- Collaborated with cross-functional teams to enhance campaign outcomes.

ACHIEVEMENTS

- Achieved a 60% increase in digital ad engagement through targeted strategies.
- Recognized for excellence in campaign management with the 'Media Excellence Award' in 2023.
- Successfully negotiated a 25% reduction in media costs through effective vendor management.