

MICHAEL ANDERSON

Media Buyer

- San Francisco, CA
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Experienced Media Buying Manager with a strong emphasis on data-driven decision making, possessing over eight years of experience in executing successful media campaigns across various platforms. Adept at utilizing analytics to refine media strategies and improve campaign performance. Renowned for fostering collaboration between creative and media teams to ensure cohesive messaging and branding.

WORK EXPERIENCE

Media Buyer | Visionary Media Agency

Jan 2022 – Present

- Developed and executed media plans that increased overall engagement rates by 45%.
- Managed a diverse media budget, ensuring optimal resource allocation.
- Utilized data analytics tools to track campaign performance and inform strategic decisions.
- Negotiated media buys with various platforms to secure competitive rates.
- Collaborated with creative teams to ensure alignment of advertising messages.
- Presented detailed performance reports to clients and stakeholders.

Assistant Media Planner | Strategic Marketing Partners

Jul 2019 – Dec 2021

- Assisted in the development of media strategies for diverse client campaigns.
- Conducted thorough research to identify target demographics and media preferences.
- Supported senior media buyers in negotiating and executing media plans.
- Tracked campaign performance metrics to ensure alignment with goals.
- Engaged in ongoing learning to stay current with industry trends.
- Facilitated communication between clients and media vendors.

SKILLS

Data Analysis

Media Buying

Campaign Management

Budget Management

Team Collaboration

Vendor Negotiation

EDUCATION

Bachelor of Arts in Communications

2015 – 2019

University of Michigan

ACHIEVEMENTS

- Increased media campaign effectiveness by 30% through strategic optimization.
- Recognized as 'Top Performer' within the department for outstanding results.
- Successfully negotiated contracts that led to a 15% cost savings for clients.

LANGUAGES

English

Spanish

French