



MICHAEL ANDERSON

MEDIA BUYING SPECIALIST

PROFILE

Dynamic Media Buying Planner with a robust background in digital marketing and media strategy development. Esteemed for crafting data-driven media plans that align with organizational goals and drive audience engagement. Proficient in utilizing advanced software tools to forecast media trends and optimize advertising spends. Strong negotiation skills facilitate the establishment of beneficial relationships with media partners, ensuring premium placement and visibility.

EXPERIENCE

MEDIA BUYING SPECIALIST

Digital Marketing Innovators

2016 - Present

- Executed targeted media buying strategies resulting in a 35% uplift in online sales.
- Utilized analytics platforms to derive insights that informed strategic media decisions.
- Collaborated with creative teams to develop ad content that maximized audience engagement.
- Managed media budgets efficiently, achieving a 15% reduction in overall costs.
- Established partnerships with influencers to enhance brand visibility and reach.
- Conducted post-campaign analysis to determine performance and inform future strategies.

JUNIOR MEDIA PLANNER

Creative Advertising Agency

2014 - 2016

- Assisted in the development of media plans for various client accounts.
- Conducted market research to identify target demographics and effective media channels.
- Supported senior media buyers in negotiating rates and placements with vendors.
- Monitored campaign performance metrics and prepared reports for client presentations.
- Maintained up-to-date knowledge of industry trends and competitor activities.
- Facilitated communication between clients and media vendors, ensuring alignment on campaign objectives.

CONTACT

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SKILLS

- Digital Advertising
- Media Strategy
- Performance Analysis
- Budget Optimization
- Client Relations
- Negotiation

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN
ADVERTISING, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased client retention rates by 20% through successful campaign management.
- Received 'Rising Star' award for outstanding performance in media planning.
- Played a key role in a campaign that won a national advertising award for creativity.