



Michael ANDERSON

DIGITAL MEDIA BUYER

Experienced Media Buying Planner with a comprehensive understanding of the evolving media landscape and digital marketing dynamics. Demonstrates a strong capacity for developing integrated media strategies that effectively engage target audiences while optimizing budget expenditures. Renowned for negotiating competitive rates with media vendors, thus ensuring high-impact placements. Expert in utilizing cutting-edge analytics tools to assess campaign performance and drive data-informed decisions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Media
- Negotiation
- Campaign Strategy
- Performance Monitoring
- Audience Analysis
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
COMMUNICATIONS, BOSTON
UNIVERSITY**

ACHIEVEMENTS

- Increased campaign engagement rates by 55% through strategic media placement.
- Recognized for excellence in media buying with a company award.
- Successfully managed a campaign that led to a 30% increase in sales conversions.

WORK EXPERIENCE

DIGITAL MEDIA BUYER

Elite Marketing Agency

2020 - 2025

- Executed comprehensive digital media strategies that resulted in a 45% increase in online traffic.
- Utilized programmatic buying platforms to enhance targeting and efficiency.
- Negotiated advertising contracts that led to a 20% reduction in media costs.
- Collaborated with content teams to create engaging ad copy that resonates with the audience.
- Monitored campaign performance metrics and adjusted strategies as needed.
- Provided insights and recommendations for future media planning efforts.

MEDIA PLANNER

Strategic Marketing Group

2015 - 2020

- Assisted in developing media plans for diverse client portfolios.
- Conducted thorough audience analysis to inform media strategy development.
- Supported the execution of media buys across various channels.
- Prepared reports on media performance and presented findings to clients.
- Maintained relationships with media vendors to ensure quality placements.
- Participated in brainstorming sessions to generate innovative media ideas.