



MICHAEL ANDERSON

Senior Media Buyer

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SUMMARY

Distinguished Media Buying Strategist with over a decade of experience in the intricacies of digital marketing and media procurement. Expertise in formulating strategic media plans that align with corporate objectives, optimizing advertising spend across multiple platforms. Proven ability to leverage data analytics to enhance campaign performance, resulting in significant ROI improvements.

WORK EXPERIENCE

Senior Media Buyer Innovative Marketing Solutions

Jan 2023 - Present

- Developed comprehensive media strategies tailored to client objectives.
- Managed a budget exceeding \$5 million, optimizing resource allocation.
- Conducted market research to identify emerging trends and opportunities.
- Implemented data-driven methodologies for campaign tracking and analysis.
- Negotiated contracts with media vendors to secure advantageous rates.
- Collaborated with creative teams to align messaging with media placements.

Media Planner Creative Ad Agency

Jan 2020 - Dec 2022

- Executed strategic media plans across digital and traditional platforms.
 - Analyzed campaign performance metrics to refine targeting strategies.
 - Coordinated with account managers to ensure client satisfaction.
 - Produced detailed reports for stakeholders highlighting campaign successes.
 - Utilized programmatic buying tools to enhance media efficiency.
 - Participated in brainstorming sessions to generate innovative advertising concepts.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media strategy, Digital marketing, Data analytics, Budget management, Negotiation, Campaign optimization
- **Awards/Activities:** Increased client ROI by 30% through targeted media strategies.
- **Awards/Activities:** Received the 'Excellence in Media Buying' award in 2021.
- **Awards/Activities:** Successfully launched over 50 multi-channel campaigns within budget.
- **Languages:** English, Spanish, French