



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Programmatic buying
- Data analytics
- Audience targeting
- Campaign monitoring
- Negotiation
- Client communication

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Advertising, University of Southern California

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

PROGRAMMATIC MEDIA BUYER

Dynamic Media Buying Strategist with extensive experience in digital media, specializing in programmatic buying and data-driven marketing strategies. Known for the ability to harness technology to enhance media effectiveness and drive brand visibility. Proven expertise in optimizing ad spend while maximizing audience reach through innovative targeting methodologies. A track record of successful collaboration with creative teams and clients to deliver compelling advertising campaigns.

PROFESSIONAL EXPERIENCE

Digital Marketing Group

Mar 2018 - Present

Programmatic Media Buyer

- Executed programmatic media buying campaigns across multiple platforms.
- Utilized data analytics tools to enhance targeting and measurement.
- Collaborated with data scientists to refine audience segmentation strategies.
- Monitored campaign performance metrics to ensure optimal results.
- Negotiated media rates with digital publishers to maximize ROI.
- Presented campaign insights and recommendations to clients regularly.

Ad Ventures LLC

Dec 2015 - Jan 2018

Digital Media Assistant

- Supported the execution of digital media plans and campaigns.
- Assisted in analyzing campaign data to track performance.
- Maintained databases of media contacts and pricing information.
- Contributed to the development of creative briefs and media proposals.
- Helped coordinate media buys and placements across various channels.
- Participated in strategy sessions to identify new media opportunities.

ACHIEVEMENTS

- Increased programmatic campaign efficiency by 40% through strategic optimizations.
- Recognized as a top performer in digital media buying in 2021.
- Successfully managed over 100 campaigns with a 98% client satisfaction rate.