



# MICHAEL ANDERSON

Lead Media Buyer

Visionary Media Buying Strategist with a robust track record in shaping and executing high-impact media campaigns across various platforms. Expertise in digital media landscape, with a keen ability to analyze consumer behavior and market trends to develop effective media strategies. Noteworthy for the capacity to manage substantial advertising budgets while achieving superior campaign outcomes.

## WORK EXPERIENCE

### Lead Media Buyer

2020-2023

Elite Media Solutions

- Led media buying initiatives for high-profile clients across multiple sectors.
- Developed and implemented comprehensive media plans tailored to client needs.
- Monitored campaign performance and adjusted strategies for maximum impact.
- Negotiated competitive rates with media vendors to optimize budgets.
- Conducted audience research to refine targeting and reach.
- Collaborated with cross-functional teams to ensure cohesive messaging.

### Assistant Media Planner

2019-2020

Media Works Inc.

- Assisted in the planning and execution of media strategies for clients.
- Conducted research on consumer demographics and media consumption.
- Supported senior buyers in negotiating media placements.
- Maintained media schedules and budgets to ensure compliance.
- Prepared reports on campaign performance for client presentations.
- Participated in team meetings to brainstorm new media opportunities.

## ACHIEVEMENTS

- Achieved a 50% increase in client engagement through innovative campaigns.
- Received 'Top Media Buyer' recognition for outstanding performance.
- Successfully executed campaigns that surpassed client KPIs by 30%.

## CONTACT

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## EDUCATION

### Bachelor of Arts in Advertising

Michigan State University

2016-2020

## SKILLS

- Media planning
- Budget management
- Audience analysis
- Vendor negotiation
- Campaign execution
- Team collaboration

## LANGUAGES

- English
- Spanish
- French