

MICHAEL ANDERSON

Media Buying Specialist

- San Francisco, CA
- (555) 234-5678
- michael.anderson@email.com

Resilient Media Buying Strategist with a strong focus on results-driven advertising and a commitment to excellence in media procurement. Proven expertise in developing and executing integrated media plans that effectively engage target audiences across various channels. Skilled in leveraging analytics to inform strategic decisions, ensuring that advertising investments yield optimal returns.

WORK EXPERIENCE

Media Buying Specialist | Next Level Marketing

Jan 2022 – Present

- Executed media buying strategies across diverse platforms to enhance visibility.
- Managed a portfolio of clients, ensuring tailored media solutions.
- Analyzed campaign data to inform ongoing strategy adjustments.
- Negotiated media contracts to maximize budget efficiency.
- Collaborated with creative teams to ensure alignment in messaging.
- Presented campaign insights and performance metrics to clients.

Marketing Intern | Creative Solutions Agency

Jul 2019 – Dec 2021

- Assisted in the execution of digital marketing campaigns.
- Conducted market research to support strategic planning.
- Helped analyze performance metrics to gauge campaign success.
- Maintained media schedules and documentation for campaigns.
- Supported the team in creating marketing materials.
- Participated in brainstorming sessions for new campaign ideas.

SKILLS

Media buying

Performance analysis

Negotiation

Client relations

Campaign execution

Research

EDUCATION

Bachelor of Science in Business Administration

2015 – 2019

University of Texas at Austin

ACHIEVEMENTS

- Increased campaign effectiveness by 30% through strategic adjustments.
- Recognized for excellence in media performance with a company award.
- Successfully managed client campaigns with a 95% satisfaction rate.

LANGUAGES

English

Spanish

French