



MICHAEL ANDERSON

LEAD MEDIA INVESTMENT MANAGER

PROFILE

Innovative and analytical Media Investment Manager with a strong background in data-driven marketing strategies and a focus on digital media. Expertise in employing advanced analytical techniques to assess campaign performance and optimize media allocation. Proven ability to build strategic partnerships with media vendors and stakeholders, enhancing collaboration and driving results. Skilled in utilizing cutting-edge technologies to streamline media buying processes and improve return on investment.

EXPERIENCE

LEAD MEDIA INVESTMENT MANAGER

Tech-Savvy Marketing Solutions

2016 - Present

- Designed and implemented data-driven media strategies for tech clients
- Utilized advanced analytics tools to evaluate campaign outcomes
- Negotiated strategic partnerships with digital platforms
- Collaborated with product teams to align media strategies with product launches
- Supervised a team of media analysts to enhance operational efficiency
- Presented insights and recommendations to C-suite executives

MEDIA ANALYST

Digital Marketing Agency

2014 - 2016

- Analyzed consumer behavior to inform media buying decisions
- Developed reporting frameworks to track media performance
- Supported media buying process through data analysis
- Collaborated with creative teams to align messaging and media
- Conducted competitive analysis to identify market opportunities
- Prepared presentations for client meetings to showcase results

CONTACT

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SKILLS

- Data Analysis
- Digital Media
- Media Buying
- Strategic Partnerships
- Performance Metrics
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN MARKETING
ANALYTICS, COLUMBIA UNIVERSITY

ACHIEVEMENTS

- Improved campaign effectiveness by 40% through innovative media strategies
- Received internal recognition for excellence in data-driven decision making
- Successfully managed a \$10 million media budget with a 25% increase in ROI