



MICHAEL ANDERSON

MEDIA OPERATIONS MANAGER

PROFILE

Accomplished media operations professional with a robust background in campaign management and strategic planning. Demonstrates exceptional analytical skills, leveraging data to drive media effectiveness and optimize budget utilization. Experienced in leading teams through complex projects, ensuring alignment with corporate objectives and compliance with industry standards. Adept at fostering partnerships with media vendors and stakeholders to enhance service delivery and achieve business goals.

EXPERIENCE

MEDIA OPERATIONS MANAGER

NextGen Media Group

2016 - Present

- Oversaw media operations for multiple high-profile clients, enhancing brand recognition.
- Developed and implemented strategic media plans that improved campaign performance.
- Managed a team of 10 media planners and analysts to ensure project success.
- Utilized CRM software to streamline client communication and feedback.
- Monitored industry trends to guide strategic decision-making.
- Conducted quarterly reviews to assess team performance and operational efficiency.

JUNIOR MEDIA PLANNER

Creative Solutions Agency

2014 - 2016

- Assisted in the development of media plans for various client campaigns.
- Conducted market research to identify target audiences and trends.
- Collaborated with graphic designers to create engaging advertising materials.
- Tracked campaign performance metrics and reported findings to senior planners.
- Participated in client meetings to present campaign strategies and results.
- Maintained media databases to ensure accurate and up-to-date information.

CONTACT

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

SKILLS

- campaign management
- strategic planning
- analytical skills
- team leadership
- vendor negotiation
- digital media

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN
COMMUNICATION, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Increased client revenue by 40% through innovative campaign strategies.
- Received the 'Best Team Award' in 2021 for exceptional project delivery.
- Implemented a new reporting system that improved data accuracy by 30%.