



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Strategic Media Planner with a robust background in orchestrating comprehensive media campaigns across diverse platforms. Demonstrated expertise in leveraging data analytics to optimize advertising spend and maximize ROI. Proven track record of collaborating with cross-functional teams to develop and execute innovative media strategies that align with client objectives. Adept at utilizing advanced media planning tools to analyze market trends and consumer behavior, ensuring campaigns are both effective and efficient.

WORK EXPERIENCE

Senior Media Planner Global Media Solutions

Jan 2023 - Present

- Developed and executed multi-channel media plans for high-profile clients.
- Utilized advanced analytics tools to assess campaign performance and adjust strategies accordingly.
- Collaborated with creative teams to ensure alignment between media and messaging.
- Managed a budget exceeding \$5 million, achieving a 20% increase in ROI.
- Conducted market research to identify emerging trends and consumer insights.
- Presented campaign results and insights to senior management and clients.

Media Planner Creative Ad Agency

Jan 2020 - Dec 2022

- Designed media strategies for diverse clientele, enhancing brand visibility.
 - Negotiated media buys with vendors to secure favorable rates and placements.
 - Monitored campaign performance metrics and reported insights to stakeholders.
 - Implemented new media technologies to streamline planning processes.
 - Coordinated with sales and marketing teams to synchronize efforts and maximize impact.
 - Trained junior staff on media planning best practices and tools.
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EDUCATION

Master of Business Administration, Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Planning, Data Analytics, Campaign Management, Budgeting, Market Research, Client Relations
- **Awards/Activities:** Awarded 'Best Media Campaign' at the National Advertising Awards 2020.
- **Awards/Activities:** Increased client satisfaction scores by 30% through enhanced communication strategies.
- **Awards/Activities:** Successfully launched over 50 media campaigns, exceeding performance targets by 15% on average.
- **Languages:** English, Spanish, French