



MICHAEL ANDERSON

DIGITAL MEDIA PLANNER

PROFILE

Dynamic Media Planner specializing in digital media strategy and execution. Expertise in harnessing the power of social media platforms and programmatic advertising to elevate brand presence and consumer engagement. Proven ability to analyze and interpret complex data sets to drive strategic decision-making. Strong background in developing innovative media solutions tailored to client needs, fostering a results-oriented approach.

EXPERIENCE

DIGITAL MEDIA PLANNER

Innovative Marketing Group

2016 - Present

- Crafted data-driven digital media strategies for diverse industries.
- Executed programmatic ad buys, resulting in a 25% improvement in click-through rates.
- Analyzed audience insights to refine targeting and increase engagement.
- Developed relationships with key digital platforms for improved campaign performance.
- Managed social media campaigns, increasing brand awareness by 40%.
- Conducted A/B testing to optimize ad creatives and messaging.

JUNIOR MEDIA PLANNER

Digital Solutions Agency

2014 - 2016

- Assisted in the development of digital media plans for various clients.
- Tracked campaign performance metrics and generated weekly reports.
- Coordinated with design teams to produce compelling ad creatives.
- Researched industry trends to inform strategic planning.
- Participated in client meetings to present campaign ideas and results.
- Maintained up-to-date knowledge of digital advertising technologies.

CONTACT

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

SKILLS

- Digital Media Strategy
- Social Media Marketing
- Programmatic Advertising
- Data Analysis
- Client Engagement
- A/B Testing

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN
COMMUNICATION, UNIVERSITY OF
FLORIDA

ACHIEVEMENTS

- Achieved a 50% increase in social media engagement for a major client.
- Recognized as 'Employee of the Month' for exceptional campaign performance.
- Successfully managed a digital campaign that resulted in a 200% increase in leads.