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## **EXPERTISE SKILLS**

- Broadcast Media Planning
- Print Advertising
- Audience Analysis
- Vendor Negotiation
- Budget Management
- Team Leadership

## **LANGUAGES**

- English
- Spanish
- French

## **CERTIFICATION**

- Bachelor of Science in Marketing, University of Texas

## **REFERENCES**

### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## BROADCAST MEDIA PLANNER

Accomplished Media Planner with extensive experience in broadcast and print media strategy. Demonstrated ability to create and implement effective media plans that align with overarching marketing goals. Proficient in analyzing audience demographics and media consumption patterns to optimize campaign reach. Skilled in managing relationships with media vendors to secure advantageous contracts and placements.

## **PROFESSIONAL EXPERIENCE**

### **Premier Broadcasting Co.**

*Mar 2018 - Present*

Broadcast Media Planner

- Designed and executed comprehensive broadcast media plans for national campaigns.
- Negotiated contracts with major television and radio networks to optimize costs.
- Conducted audience analysis to tailor campaigns effectively.
- Monitored campaign performance and adjusted strategies as needed.
- Collaborated with creative and production teams to develop engaging content.
- Presented insights and results to clients and stakeholders regularly.

### **National Print Publications**

*Dec 2015 - Jan 2018*

Media Coordinator

- Supported the media planning team in executing print advertising strategies.
- Analyzed readership data to inform media placement decisions.
- Assisted in developing campaign budgets and tracking expenditures.
- Coordinated with graphic designers to ensure ad quality.
- Maintained relationships with print vendors for timely delivery.
- Compiled performance reports for management review.

## **ACHIEVEMENTS**

- Increased broadcast campaign effectiveness by 30% through strategic planning.
- Successfully managed a \$3 million annual media budget.
- Received 'Excellence in Media Planning' award for outstanding performance.