MA

Michael
ANDERSON

INTEGRATED MEDIA PLANNER

Detail-oriented Media Planner with a strong focus on integrated marketing communications. Expertise in synthesizing cross-channel media strategies to enhance brand messaging and consumer connection. Proven ability to analyze complex data sets and derive actionable insights that inform strategic planning. Skilled at fostering collaborative relationships with clients and media partners, ensuring alignment with marketing objectives.

CONTACT

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- www.michaelanderson.com
- San Francisco, CA

SKILLS

- Integrated Marketing
- Cross-Channel Strategy
- Data Analysis
- Client Collaboration
- Media Effectiveness
- Problem Solving

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN INTEGRATED MARKETING COMMUNICATIONS, NORTHWESTERN UNIVERSITY

ACHIEVEMENTS

- Increased campaign ROI by 35% through optimized media planning.
- Recognized for developing a successful integrated campaign for a major client.
- Improved internal reporting processes, enhancing team efficiency by 20%.

WORK EXPERIENCE

INTEGRATED MEDIA PLANNER
Synergy Advertising
2020 - 2025

- Developed integrated media strategies that unified traditional and digital channels.
- Collaborated with clients to define campaign objectives and target audiences.
- Monitored media effectiveness and provided strategic recommendations.
- Implemented innovative solutions to enhance media reach and engagement.
- Managed relationships with key media vendors to optimize placements.
- Analyzed competitor strategies to identify market opportunities.

MEDIA ANALYST
Market Insights Group
2015 - 2020

- Conducted comprehensive analyses of media campaigns and audience behavior.
- Provided actionable insights to improve media planning processes.
- Assisted in the development of client presentations and reports.
- Tracked industry trends to inform strategic recommendations.
- Collaborated with cross-functional teams to deliver integrated solutions.
- Maintained databases to ensure accurate performance tracking.