



(555) 234-5678

michael.anderson@email.com

San Francisco, CA

www.michaelanderson.com

SKILLS

- Programmatic Advertising
- Data Analytics
- Digital Media Strategy
- Budget Management
- Technology Integration
- Client Presentation

EDUCATION

**BACHELOR OF SCIENCE IN ADVERTISING,
UNIVERSITY OF SOUTHERN CALIFORNIA**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Enhanced campaign efficiency, achieving a 40% reduction in cost per acquisition.
- Recognized for outstanding contributions to a successful product launch campaign.
- Successfully managed multiple campaigns simultaneously, improving team productivity.

Michael Anderson

PROGRAMMATIC MEDIA PLANNER

Innovative Media Planner with a passion for leveraging technology to enhance media strategies. Expertise in utilizing programmatic advertising and advanced analytics to drive campaign success. Known for a creative approach to problem-solving and a commitment to achieving client objectives. Experienced in managing complex media budgets and ensuring alignment with overall marketing strategies.

EXPERIENCE

PROGRAMMATIC MEDIA PLANNER

TechForward Media

2016 - Present

- Designed programmatic advertising strategies to maximize digital reach.
- Utilized data analytics to optimize ad placements and targeting.
- Managed a \$4 million digital media budget, achieving a 30% increase in conversions.
- Collaborated with technology teams to implement new ad tech solutions.
- Monitored real-time campaign performance and adjusted strategies accordingly.
- Presented findings and insights to clients and stakeholders regularly.

MEDIA ASSISTANT

Ad Innovations

2014 - 2016

- Supported the media planning team in executing digital campaigns.
- Assisted in data collection and analysis for performance reporting.
- Coordinated with creative teams to develop engaging ad content.
- Maintained relationships with media vendors for timely execution.
- Conducted competitive analysis to inform strategy adjustments.
- Participated in client meetings to discuss campaign progress.