



MICHAEL ANDERSON

Strategic Media Planner

Results-driven Media Planner with a focus on strategic brand positioning and audience engagement. Demonstrated expertise in developing and executing media plans that resonate with target demographics while aligning with broader marketing goals. Proficient in utilizing data-driven insights to inform media strategy and optimize campaign performance. Strong negotiation skills enable the acquisition of prime media placements at competitive rates.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing

University of Michigan
2016-2020

SKILLS

- Strategic Planning
- Brand Positioning
- Audience Engagement
- Data Analysis
- Negotiation
- Project Management

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Strategic Media Planner

2020-2023

Elite Marketing Agency

- Crafted strategic media plans that enhanced brand visibility and engagement.
- Negotiated media rates and placements, optimizing budget expenditures.
- Analyzed campaign data to refine targeting and improve effectiveness.
- Collaborated with creative teams to ensure cohesive messaging.
- Provided regular updates and insights to clients and stakeholders.
- Trained junior planners on best practices and media tools.

Media Planner Intern

2019-2020

NextGen Media

- Assisted in the development of media plans for various campaigns.
- Conducted market research to support strategic recommendations.
- Monitored media performance and compiled reports for analysis.
- Worked closely with vendors to ensure timely execution of campaigns.
- Participated in brainstorming sessions to generate creative ideas.
- Maintained documentation of media plans and performance metrics.

ACHIEVEMENTS

- Increased client engagement by 50% through targeted media strategies.
- Successfully launched a campaign that resulted in a 300% increase in website traffic.
- Recognized for exceptional performance during internship, leading to full-time offer.