

MICHAEL ANDERSON

Creative Media Planner

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Creative Media Planner with a keen eye for detail and a passion for storytelling through media. Specialized in crafting compelling narratives that resonate with audiences across various platforms. Proven ability to manage multiple projects simultaneously while ensuring high-quality output. Expertise in utilizing analytics to inform creative decisions and enhance campaign impact.

WORK EXPERIENCE

Creative Media Planner | Visionary Media Group

Jan 2022 – Present

- Developed unique media campaigns that told compelling brand stories.
- Collaborated with creative teams to produce innovative content.
- Utilized audience insights to tailor messaging and media placements.
- Managed project timelines to ensure timely delivery of campaigns.
- Analyzed campaign performance to derive insights for future projects.
- Presented creative concepts and results to clients and stakeholders.

Assistant Media Planner | Creative Minds Agency

Jul 2019 – Dec 2021

- Supported the media planning team in executing creative campaigns.
- Conducted research on audience demographics and preferences.
- Assisted in managing budgets and tracking expenditures.
- Coordinated with vendors for timely ad placements.
- Compiled performance reports for internal analysis.
- Participated in brainstorming sessions to generate innovative ideas.

SKILLS

Creative Media Planning

Storytelling

Audience Insights

Project Management

Budget Tracking

Team Collaboration

EDUCATION

Bachelor of Fine Arts in Media Arts

2015 – 2019

California Institute of the Arts

ACHIEVEMENTS

- Produced a campaign that won 'Best Creative Strategy' award at the 2022 Media Awards.
- Increased audience engagement by 60% through innovative storytelling techniques.
- Successfully managed multiple projects, delivering all on time and within budget.

LANGUAGES

English

Spanish

French