



MICHAEL ANDERSON

Media Planner

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SUMMARY

Strategic and results-oriented Media Planning Associate with over five years of experience in developing and executing comprehensive media strategies across diverse platforms. Expertise in leveraging data analytics to inform decision-making, optimize media budgets, and enhance campaign performance. Proven ability to collaborate with cross-functional teams to align media objectives with overarching business goals.

WORK EXPERIENCE

Media Planner XYZ Media Group

Jan 2023 - Present

- Developed integrated media plans for national campaigns, resulting in a 25% increase in audience reach.
- Conducted market research and competitive analysis to identify opportunities for improvement.
- Utilized programmatic buying platforms to optimize digital advertising spend.
- Collaborated with creative teams to ensure alignment between media placements and campaign messaging.
- Monitored and reported on campaign performance metrics, adjusting strategies as needed.
- Maintained relationships with media vendors to negotiate favorable rates and placements.

Assistant Media Planner ABC Advertising Agency

Jan 2020 - Dec 2022

- Assisted in the development of media strategies for local and regional accounts.
 - Supported the preparation of media proposals and presentations for clients.
 - Conducted post-campaign analysis to evaluate effectiveness and ROI.
 - Executed media buys across various channels including digital, print, and outdoor.
 - Maintained databases of media contacts and industry trends.
 - Coordinated logistics for media events and client meetings.
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EDUCATION

Bachelor of Arts in Marketing, University of California, 2016

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Planning, Data Analysis, Strategic Communication, Digital Marketing, Programmatic Advertising, Client Relations
- **Awards/Activities:** Received the 'Outstanding Media Planner' award for exceptional campaign results in 2022.
- **Awards/Activities:** Increased client satisfaction scores by 30% through improved communication strategies.
- **Awards/Activities:** Successfully managed a \$2 million media budget, optimizing spend efficiency by 15%.
- **Languages:** English, Spanish, French