



# MICHAEL ANDERSON

## SENIOR MEDIA PLANNER

### CONTACT

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-  San Francisco, CA

### SKILLS

- Digital Strategy
- Campaign Management
- Analytics Tools
- Negotiation
- Team Leadership
- Audience Insights

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN COMMUNICATIONS, UNIVERSITY OF SOUTHERN CALIFORNIA, 2016**

### ACHIEVEMENTS

- Achieved a 50% increase in campaign ROI within the first year of employment.
- Recognized as 'Employee of the Year' for outstanding contributions to client success.
- Developed a new reporting framework that improved transparency and client satisfaction.

### PROFILE

Dynamic and analytical Media Planning Associate with a robust background in digital media strategy and execution. Over six years of experience in managing complex media campaigns that engage target audiences effectively and efficiently. Recognized for exceptional analytical skills and the ability to translate data into actionable insights that drive performance improvements.

### EXPERIENCE

#### SENIOR MEDIA PLANNER

##### Definitive Media Solutions

*2016 - Present*

- Led the development of multi-channel media strategies for high-profile clients, achieving a 40% increase in engagement.
- Implemented advanced tracking and analytics systems to monitor campaign effectiveness in real-time.
- Negotiated media buys, securing premium placements at competitive rates.
- Trained junior team members on best practices in media planning and analytics.
- Presented campaign results and insights to C-level executives, driving strategic decision-making.
- Conducted audience segmentation analysis to refine targeting strategies.

#### MEDIA ANALYST

##### XYZ Advertising Agency

*2014 - 2016*

- Analyzed campaign performance data to identify trends and inform future media strategies.
- Assisted in the creation of client reports detailing campaign performance metrics.
- Maintained media budgets and tracked expenditures across multiple campaigns.
- Collaborated with creative teams to ensure alignment of media and advertising efforts.
- Participated in client meetings to discuss campaign strategies and adjustments.
- Conducted competitor analysis to enhance client positioning in the marketplace.