



Michael ANDERSON

MEDIA BUYER

Detail-oriented Media Planning Associate with a focus on traditional media channels, bringing over seven years of experience in media strategy development and execution. Recognized for the ability to create impactful media plans that effectively reach target demographics while maximizing budget efficiency. Adept at analyzing market trends and consumer insights to inform strategic decisions.

CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

SKILLS

- Traditional Media
- Project Management
- Audience Analysis
- Relationship Building
- Campaign Reporting
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
ADVERTISING, UNIVERSITY OF
FLORIDA, 2015**

ACHIEVEMENTS

- Achieved a 15% increase in audience reach for key campaigns.
- Recognized for excellence in media negotiation, securing prime placements.
- Enhanced reporting processes, increasing transparency for clients.

WORK EXPERIENCE

MEDIA BUYER

Heritage Media Group

2020 - 2025

- Executed media buys across television, radio, and print, ensuring optimal audience reach.
- Monitored campaign performance and adjusted strategies based on real-time feedback.
- Developed relationships with media representatives to secure advantageous placements.
- Coordinated with the creative team to align messaging across all media platforms.
- Prepared comprehensive reports detailing campaign performance and ROI.
- Conducted competitive analysis to inform media strategy adjustments.

JUNIOR MEDIA PLANNER

Local Advertising Agency

2015 - 2020

- Assisted in the development of media plans focused on local market engagement.
- Conducted research on audience demographics to inform planning decisions.
- Supported the execution of media buys and monitored performance metrics.
- Maintained detailed records of media expenditures and campaign outcomes.
- Collaborated with account managers to ensure client objectives were met.
- Participated in client meetings to present media strategies and results.