



MICHAEL ANDERSON

DIGITAL MEDIA CONSULTANT

PROFILE

Accomplished media planning consultant, specializing in digital transformation and integrated media solutions. With extensive experience in both agency and client-side environments, this professional excels at developing strategic media initiatives that align with business objectives. Proficient in utilizing cutting-edge technologies and analytics to enhance campaign performance and drive audience engagement. Demonstrated success in managing large-scale budgets and delivering measurable results.

EXPERIENCE

DIGITAL MEDIA CONSULTANT

NextGen Media Partners

2016 - Present

- Engineered comprehensive digital marketing strategies that elevated client online presence by 50%.
- Implemented programmatic buying techniques to optimize media spend across various platforms.
- Conducted A/B testing to refine campaign elements, leading to improved conversion rates.
- Developed training modules for junior staff on digital media tools and analytics.
- Managed relationships with key digital platforms to secure advantageous rates and placements.
- Leveraged social media insights to inform content strategies and audience targeting.

MEDIA PLANNER

Creative Media Agency

2014 - 2016

- Executed multi-platform media plans that resulted in a 35% growth in client engagement.
- Analyzed campaign performance metrics to provide actionable insights for ongoing projects.
- Coordinated with creative teams to ensure cohesive branding across all media channels.
- Facilitated client meetings to discuss campaign progress and strategic adjustments.
- Utilized CRM systems to track client interactions and manage project timelines.
- Prepared detailed reports summarizing campaign results and future recommendations.

CONTACT

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SKILLS

- Digital Strategy
- Programmatic Advertising
- Campaign Analytics
- Client Management
- Social Media Marketing
- Training and Development

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN
COMMUNICATIONS, STANFORD
UNIVERSITY

ACHIEVEMENTS

- Increased client revenue by 60% through innovative digital campaigns in 2021.
- Received 'Best Media Plan' award for a high-impact campaign in 2020.
- Achieved a 98% client retention rate over five years of service.