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SKILLS

- Data Analysis
- Campaign Management
- B2B Marketing
- Performance Measurement
- Project Coordination
- Client Communication

EDUCATION

BACHELOR OF SCIENCE IN DATA ANALYTICS, UNIVERSITY OF CALIFORNIA, BERKELEY

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased campaign efficiency by 35% through data-driven optimizations.
- Awarded 'Rising Star' for outstanding contributions within the first year.
- Contributed to a project that won 'Best Digital Campaign' at the annual awards.

Michael Anderson

MEDIA ANALYST

Expert media planning consultant with a focus on analytics-driven marketing strategies. This professional is known for leveraging data to enhance media effectiveness and optimize client campaigns. Experienced in both B2B and B2C environments, demonstrating a unique ability to craft tailored media plans that align with client goals. Proficient in managing multiple projects simultaneously while maintaining high standards of quality and efficiency.

EXPERIENCE

MEDIA ANALYST

Targeted Media Solutions

2016 - Present

- Analyzed client data to identify trends and inform media strategy decisions.
- Developed dashboards for real-time performance tracking of media campaigns.
- Collaborated with cross-functional teams to enhance campaign execution.
- Provided insights on audience behavior to optimize media placements.
- Assisted in budget management to ensure financial targets were met.
- Presented analytical findings to clients, supporting strategic recommendations.

JUNIOR MEDIA PLANNER

Insight Media Agency

2014 - 2016

- Supported senior planners in the development of media strategies for various clients.
- Conducted research to gather insights on media consumption patterns.
- Maintained media schedules and documentation for campaign tracking.
- Assisted in the creation of client presentations, summarizing campaign performance.
- Engaged in competitor analysis to inform strategic planning.
- Participated in client meetings to discuss project updates and feedback.