



MICHAEL ANDERSON

Media Planner

Proficient media planning consultant with a strong foundation in traditional media channels and a growing expertise in digital platforms. This individual has a proven track record of developing effective media plans that enhance brand recognition and drive consumer engagement. Known for a detail-oriented approach to project management, ensuring that all aspects of media execution are meticulously planned and executed.

WORK EXPERIENCE

Media Planner

2020-2023

Classic Media Group

- Created media strategies that increased brand awareness by 20% in target markets.
- Managed relationships with media vendors to secure competitive rates and placements.
- Conducted post-campaign analysis to assess effectiveness and inform future strategies.
- Developed creative briefs in collaboration with creative teams.
- Monitored industry trends to ensure alignment with best practices.
- Assisted in training new team members on media planning processes.

Assistant Media Coordinator

2019-2020

Media Innovators

- Provided support in the execution of media campaigns across various channels.
- Assisted with the preparation of client reports and presentations.
- Conducted market research to identify potential advertising opportunities.
- Maintained project timelines and ensured deadlines were met.
- Engaged in client communications to provide updates and gather feedback.
- Participated in brainstorming sessions to generate creative ideas.

ACHIEVEMENTS

- Successfully increased client engagement by 25% through targeted campaigns.
- Recognized for exceptional performance with a 'Team Player' award.
- Contributed to a campaign that won a regional media award for innovation.

CONTACT

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EDUCATION

Bachelor of Arts in Media Studies

University of Southern California

2016-2020

SKILLS

- Media Planning
- Project Management
- Vendor Negotiation
- Brand Development
- Market Research
- Client Relations

LANGUAGES

- English
- Spanish
- French