



# MICHAEL ANDERSON

## Media Planning Course Coordinator

Innovative Media Planning Educator with a strong commitment to advancing the field of media education through the integration of technology and experiential learning. Rich experience in media strategy development and implementation, providing students with a robust understanding of both theoretical and practical aspects of media planning. Notable for cultivating an interactive classroom environment that promotes engagement and collaborative learning.

### CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

### EDUCATION

#### Bachelor of Arts in Communications

University of Media Arts  
2016-2020

### SKILLS

- Curriculum coordination
- Technology integration
- Project-based learning
- Data analytics
- Media buying
- Student engagement

### LANGUAGES

- English
- Spanish
- French

### WORK EXPERIENCE

#### Media Planning Course Coordinator

2020-2023

Tech University

- Coordinated the media planning curriculum across various departments.
- Integrated technology into course delivery to enhance student learning experiences.
- Facilitated workshops on the use of data analytics in media planning.
- Engaged students in project-based learning opportunities with industry partners.
- Developed assessment criteria that align with industry standards.
- Fostered a culture of feedback to continuously improve course effectiveness.

#### Senior Media Buyer

2019-2020

Advertising Solutions Inc.

- Managed media buying for high-profile advertising campaigns.
- Analyzed market trends to inform media purchasing decisions.
- Collaborated with creative teams to ensure alignment with campaign objectives.
- Monitored and reported on campaign performance metrics.
- Negotiated contracts with media outlets to secure optimal placements.
- Trained junior buyers on best practices in media procurement.

### ACHIEVEMENTS

- Increased student participation in media projects by 40% through innovative outreach.
- Received 'Best Innovative Educator' award from the National Media Association.
- Successfully led a curriculum overhaul that improved course completion rates by 30%.