MICHAEL
ANDERSON

Media Planning Instructor

- San Francisco, CA
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Proficient Media Planning Educator with a comprehensive understanding of the principles and practices of media planning and advertising. Experienced in creating and delivering engaging educational content that bridges the gap between theory and practice. Known for a strong commitment to student success and fostering a collaborative learning environment. Expertise in developing assessment tools that accurately measure student understanding and application of media concepts.

WORK EXPERIENCE

Media Planning Instructor | College of Marketing and Advertising   Jan 2022 – Present

- Delivered lectures and workshops on media planning and execution strategies.
- Designed course assessments that align with learning objectives.
- Facilitated student-led projects to encourage practical application of concepts.
- Provided guidance on career paths within the media industry.
- Engaged with alumni to enhance networking opportunities for current students.
- Conducted research on emerging media technologies to inform curriculum updates.

Media Research Analyst | Market Trends Agency   Jul 2019 – Dec 2021

- Conducted comprehensive analyses of media consumption patterns.
- Developed reports that informed client media strategies.
- Collaborated with cross-functional teams to enhance campaign effectiveness.
- Presented findings to clients, offering actionable recommendations.
- Utilized statistical software to analyze data trends.
- Maintained up-to-date knowledge of industry developments and shifts.

SKILLS

Teaching methodologies   Student assessment   Industry engagement   Media research   Course design

Student support

EDUCATION

Master of Arts in Advertising   2015 – 2019
University of Communications

ACHIEVEMENTS

- Increased student engagement in media projects by 30% through innovative teaching methods.
- Received 'Outstanding Faculty' recognition from the college administration.
- Successfully implemented a mentorship program linking students with industry leaders.

LANGUAGES

English   Spanish   French