



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Innovative and results-driven Media Planning Executive with over a decade of experience in orchestrating comprehensive media strategies that drive brand visibility and engagement. Possesses a robust understanding of market dynamics and consumer behavior, leveraging analytics to optimize media spend and enhance campaign performance. Proven track record in collaborating with cross-functional teams to deliver integrated marketing solutions that align with organizational objectives.

WORK EXPERIENCE

Senior Media Planner Global Ad Agency

Jan 2023 - Present

- Developed and executed multi-channel media plans for diverse clients, resulting in a 20% increase in campaign effectiveness.
- Utilized advanced analytics tools to assess media performance and optimize placements based on real-time data.
- Coordinated with creative teams to ensure alignment between messaging and media strategy, enhancing brand storytelling.
- Negotiated media buys with top-tier outlets, achieving cost savings of up to 15% on annual budgets.
- Led weekly strategy sessions with clients to present insights and recommendations, fostering collaborative partnerships.
- Mentored junior planners, enhancing team capabilities and promoting best practices in media strategy.

Media Planner Regional Marketing Firm

Jan 2020 - Dec 2022

- Executed targeted media campaigns for local businesses, achieving a 30% increase in customer engagement.
 - Conducted market research to identify key audience segments, tailoring strategies to meet client needs.
 - Managed relationships with media vendors, ensuring timely execution of campaigns and adherence to budgets.
 - Analyzed post-campaign performance metrics, providing actionable insights to improve future strategies.
 - Collaborated with digital marketing teams to integrate online and offline media efforts.
 - Presented campaign results to stakeholders, highlighting key metrics and recommendations for improvement.
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EDUCATION

Master of Business Administration, Marketing - University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Data Analysis, Budget Management, Client Relations, Negotiation, Campaign Optimization
- **Awards/Activities:** Recipient of the 'Best Media Strategy' award at the National Marketing Awards 2022.
- **Awards/Activities:** Successfully increased client retention rates by 25% through enhanced service delivery and strategic planning.
- **Awards/Activities:** Implemented a new media tracking system that improved reporting efficiency by 40%.
- **Languages:** English, Spanish, French