



Michael ANDERSON

LEAD MEDIA PLANNER

Strategic Media Planning Executive with extensive experience in crafting tailored media solutions that resonate with target audiences and drive engagement. Demonstrates a profound understanding of both traditional and digital media landscapes, leveraging insights to inform comprehensive planning processes. Proven success in developing and executing multi-faceted campaigns that enhance brand presence and contribute to revenue growth.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Media Planning
- Audience Analysis
- Campaign Development
- Vendor Management
- Performance Measurement
- Client Relations

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN ADVERTISING -
UNIVERSITY OF FLORIDA**

ACHIEVEMENTS

- Increased client retention by 30% through innovative media solutions.
- Recognized as 'Employee of the Year' for outstanding contributions to media planning.
- Developed a media performance dashboard that improved reporting accuracy by 50%.

WORK EXPERIENCE

LEAD MEDIA PLANNER

Creative Media Agency

2020 - 2025

- Developed multi-channel media strategies that increased overall brand engagement by 45%.
- Utilized advanced audience targeting techniques to enhance campaign performance across digital platforms.
- Monitored and analyzed media spend, ensuring optimal allocation of resources.
- Collaborated with analytics teams to assess campaign effectiveness, providing actionable insights.
- Negotiated media placements to achieve significant cost savings while maximizing reach.
- Facilitated workshops to educate clients on media planning trends and best practices.

JUNIOR MEDIA PLANNER

Local Advertising Agency

2015 - 2020

- Supported the execution of media plans that led to a 25% increase in local market share.
- Conducted research to identify target demographics and inform media strategy development.
- Assisted in managing vendor relationships to ensure timely delivery of media assets.
- Analyzed campaign performance metrics and contributed to optimization discussions.
- Participated in client presentations to articulate media strategies and outcomes.
- Maintained updated records of media placements and performance for reporting purposes.