

# MICHAEL ANDERSON

Senior Media Planner

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Distinguished Media Planning Executive with extensive experience in orchestrating comprehensive media strategies and driving optimal campaign performance across multiple platforms. Expertise encompasses leveraging data analytics to inform decision-making processes, employing cutting-edge tools to enhance audience targeting, and maximizing return on investment for high-profile clients. Demonstrated ability to lead cross-functional teams in the execution of complex media initiatives, ensuring alignment with overarching marketing objectives.

## WORK EXPERIENCE

### Senior Media Planner | Prestigious Media Group

Jan 2022 – Present

- Developed and implemented strategic media plans that increased client engagement by 35%.
- Utilized advanced analytics tools to assess campaign performance and optimize media spend.
- Collaborated with creative teams to ensure cohesive messaging across all channels.
- Managed relationships with key media vendors, negotiating advantageous rates and placements.
- Conducted comprehensive market research to identify emerging trends and consumer preferences.
- Presented campaign results and insights to clients, fostering transparency and trust.

### Media Planner | Innovative Advertising Solutions

Jul 2019 – Dec 2021

- Executed targeted media buys across digital and traditional platforms, enhancing brand visibility.
- Analyzed audience data to refine targeting strategies, resulting in a 25% increase in lead generation.
- Coordinated with cross-functional teams to align media strategies with overall marketing goals.
- Developed performance reports to track campaign metrics and provide actionable insights.
- Conducted competitive analysis to inform media planning and positioning strategies.
- Maintained budgets and ensured cost-effective media allocations across campaigns.

## SKILLS

media strategy

data analytics

audience targeting

vendor negotiation

project management

market research

## EDUCATION

### Bachelor of Arts in Marketing

Los Angeles

University of California

## ACHIEVEMENTS

- Awarded "Best Media Campaign" at the National Advertising Awards for a groundbreaking digital strategy.
- Increased annual revenue for key client by 40% through innovative media planning and execution.
- Recognized as a top performer within the agency for exceeding client satisfaction scores consistently.

## LANGUAGES

English

Spanish

French