



Michael ANDERSON

DIGITAL MEDIA PLANNER

Innovative Media Planning Instructor with a robust background in digital marketing and media analytics. Proven track record of integrating technology into media education to enhance learning outcomes and prepare students for the demands of the modern workforce. Expertise in utilizing data-driven insights to inform media strategies and optimize campaign performance. Adept at fostering collaboration among students, encouraging diverse perspectives and critical thinking.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Marketing
- Data Analytics
- Programmatic Advertising
- Curriculum Development
- Team Collaboration
- Mentorship

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Increased student participation in digital marketing courses by 60%.
- Received the Innovative Teaching Award, 2023.
- Contributed to a significant rise in graduate job placements in marketing roles.

WORK EXPERIENCE

DIGITAL MEDIA PLANNER

Tech-Forward Marketing Firm

2020 - 2025

- Executed data-driven digital media campaigns that resulted in a 50% increase in client brand awareness.
- Utilized programmatic advertising platforms to optimize media buys and improve targeting.
- Collaborated with creative teams to develop engaging content tailored for digital audiences.
- Conducted A/B testing to refine campaign elements and maximize engagement rates.
- Analyzed performance metrics to provide clients with actionable insights for future campaigns.
- Led training sessions on digital tools and analytics for internal teams.

ADJUNCT PROFESSOR OF MARKETING

Community University

2015 - 2020

- Developed and delivered coursework on digital media strategies, receiving high student satisfaction ratings.
- Incorporated case studies from current digital campaigns to enhance relevance and application.
- Facilitated group projects that promote teamwork and real-world problem-solving skills.
- Engaged in professional development to stay current with digital marketing trends.
- Provided mentorship to students seeking careers in marketing and media planning.
- Organized guest lectures featuring industry experts, enriching the academic experience.