



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Distinguished media planning manager with over a decade of comprehensive experience in strategizing and executing high-impact media campaigns across diverse platforms. Renowned for a data-driven approach that maximizes advertising ROI while aligning with brand objectives. Possesses an exceptional ability to analyze market trends and consumer behavior, leading to innovative solutions that enhance brand visibility and market penetration.

WORK EXPERIENCE

Senior Media Planner Visionary Advertising Agency

Jan 2023 - Present

- Developed and executed comprehensive media strategies for high-profile clients.
- Conducted in-depth market research to identify target demographics.
- Utilized analytics tools to measure campaign effectiveness and optimize performance.
- Negotiated media buys across digital, print, and broadcast channels.
- Collaborated with creative teams to align messaging with strategic goals.
- Mentored junior planners, fostering a culture of continuous learning and improvement.

Media Planner Innovate Media Solutions

Jan 2020 - Dec 2022

- Assisted in the development of multi-channel media plans for various clients.
 - Analyzed campaign data to inform future media planning decisions.
 - Maintained relationships with media vendors to secure advantageous rates.
 - Supported the execution of media campaigns, ensuring adherence to timelines.
 - Prepared reports detailing campaign performance metrics and insights.
 - Participated in client meetings to present media strategy proposals.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Campaign Management, Analytics, Negotiation, Stakeholder Engagement, Team Leadership
- **Awards/Activities:** Increased client campaign ROI by 30% through targeted media strategies.
- **Awards/Activities:** Received the 'Excellence in Media Planning' award for outstanding campaign performance.
- **Awards/Activities:** Successfully managed a \$5 million media budget while achieving campaign goals.
- **Languages:** English, Spanish, French