



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Digital Marketing
- Data Analysis
- Programmatic Advertising
- Campaign Optimization
- Stakeholder Communication
- Budget Management

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Marketing, University of Southern California

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

DIGITAL MEDIA PLANNER

Innovative media planning manager with a robust background in digital marketing and media analytics. Renowned for a strategic mindset that transforms complex data into actionable insights, driving effective media planning and execution. Extensive experience in managing multi-million dollar media budgets and optimizing campaign performance across various channels. Exceptional communication skills facilitate collaboration with cross-functional teams and stakeholders, ensuring alignment on strategic initiatives.

PROFESSIONAL EXPERIENCE

NextGen Media Solutions

Mar 2018 - Present

Digital Media Planner

- Executed digital media campaigns across social media, display, and video platforms.
- Utilized programmatic advertising tools to enhance targeting and efficiency.
- Analyzed consumer behavior data to inform media planning decisions.
- Collaborated with creative teams to develop engaging ad content.
- Monitored campaign performance metrics and provided actionable insights.
- Managed relationships with digital vendors to secure optimal placements.

Insight Media Group

Dec 2015 - Jan 2018

Media Analyst

- Conducted quantitative analyses to evaluate media effectiveness.
- Supported the development of data-driven media strategies.
- Prepared comprehensive reports on media performance and ROI.
- Utilized media planning software to optimize ad placements.
- Collaborated with account teams to align media strategies with client goals.
- Assisted in the execution of media campaigns across multiple channels.

ACHIEVEMENTS

- Increased digital campaign engagement by 40% through optimized targeting.
- Received 'Outstanding Performance' award for exceeding campaign KPIs.
- Successfully managed a \$3 million media budget with a 20% reduction in costs.