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SKILLS

- Advertising Strategy
- Budget Management
- Market Analysis
- Vendor Negotiation
- Team Development
- Campaign Execution

EDUCATION

**BACHELOR OF SCIENCE IN ADVERTISING,
UNIVERSITY OF FLORIDA**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Achieved a 40% increase in campaign effectiveness through strategic media placements.
- Recognized as 'Top Performer' for exceptional media buying results.
- Successfully managed a media budget of \$4 million, ensuring optimal resource allocation.

Michael Anderson

MEDIA BUYING MANAGER

Dynamic media planning manager with a focus on innovative advertising solutions and a commitment to driving brand success through strategic media placements. Deep expertise in leveraging insights and analytics to inform media strategies that resonate with target audiences. Proven track record of managing large-scale media budgets and delivering campaigns that achieve exceptional ROI.

EXPERIENCE

MEDIA BUYING MANAGER

Premier Advertising Agency

2016 - Present

- Oversaw media buying strategies for national advertising campaigns.
- Negotiated media rates with vendors to maximize budget efficiency.
- Analyzed market data to inform media placement decisions.
- Collaborated with creative teams to ensure alignment of messaging.
- Monitored campaign performance and adjusted strategies accordingly.
- Developed training programs for junior staff on media buying best practices.

ASSISTANT MEDIA PLANNER

Ad Solutions Group

2014 - 2016

- Supported the execution of media plans across various channels.
- Maintained relationships with media vendors to secure placements.
- Utilized analytics tools to measure campaign performance.
- Assisted in budget management and reporting.
- Participated in client meetings to present insights and recommendations.
- Collaborated with cross-functional teams to ensure project success.