

MICHAEL ANDERSON

Senior Media Planner

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Strategically adept Media Planning Manager with over a decade of diversified experience in orchestrating comprehensive media strategies that drive brand recognition and consumer engagement. Expertise lies in leveraging data-driven insights and innovative methodologies to optimize media investments across various channels. Proven ability to lead cross-functional teams in the development and execution of high-impact media campaigns, ensuring alignment with overarching marketing objectives.

WORK EXPERIENCE

Senior Media Planner | Global Media Solutions Inc.

Jan 2022 – Present

- Developed and executed comprehensive media plans for multiple high-profile clients.
- Conducted thorough market research to identify emerging trends and consumer insights.
- Collaborated with creative teams to ensure alignment of media and advertising strategies.
- Utilized advanced analytics tools to measure campaign performance and optimize spend.
- Negotiated media placements that resulted in a 15% cost savings for clients.
- Presented campaign strategies and results to executive stakeholders, enhancing client relationships.

Media Planner | Creative Advertising Agency

Jul 2019 – Dec 2021

- Assisted in the development of integrated media strategies for a diverse portfolio of clients.
- Analyzed competitive media spending and provided actionable insights to clients.
- Coordinated with digital marketing teams to create cohesive online and offline campaigns.
- Monitored and reported on campaign performance metrics to stakeholders.
- Maintained relationships with media vendors to secure optimal pricing and placements.
- Participated in brainstorming sessions to innovate media approaches and enhance client campaigns.

SKILLS

Media planning

Analytics

Campaign management

Negotiation

Strategic communication

Market research

EDUCATION

Bachelor of Arts in Marketing

Los Angeles

University of California

ACHIEVEMENTS

- Increased overall media ROI by 25% through strategic optimization of media buys.
- Received "Media Planner of the Year" award for outstanding campaign results in 2022.
- Successfully led a team to execute a multi-channel campaign that reached over 5 million consumers.

LANGUAGES

English

Spanish

French