



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Dynamic and analytical Media Planning Research Analyst with a robust background in leveraging data analytics to drive informed media strategies. Expertise in synthesizing complex datasets and translating insights into actionable recommendations for optimizing advertising spend. Proven track record in enhancing campaign performance through meticulous research methodologies and advanced statistical techniques. Adept at collaborating with cross-functional teams to align media objectives with broader marketing initiatives.

WORK EXPERIENCE

Senior Media Planner Global Media Solutions

Jan 2023 - Present

- Conducted comprehensive market research to identify key audience segments.
- Developed and implemented data-driven media strategies across various platforms.
- Utilized advanced analytics tools to track campaign performance metrics.
- Collaborated with creative teams to ensure alignment between media and creative messaging.
- Presented insights and recommendations to senior management for strategic planning.
- Managed a budget of over \$5 million to optimize ad spend efficiency.

Media Analyst Insightful Advertising

Jan 2020 - Dec 2022

- Analyzed media consumption patterns to inform campaign strategies.
 - Generated detailed reports on media performance and audience engagement.
 - Employed various analytics platforms to derive actionable insights.
 - Assisted in the development of targeted media plans for multiple clients.
 - Participated in client meetings to present research findings and recommendations.
 - Streamlined reporting processes, reducing turnaround time by 30%.
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EDUCATION

Master of Science in Marketing Analytics, University of California, 2018

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Data Analysis, Media Strategy, Campaign Optimization, Market Research, Statistical Modeling, Client Engagement
- **Awards/Activities:** Increased campaign ROI by 25% through targeted media strategies.
- **Awards/Activities:** Recognized as 'Employee of the Year' for outstanding performance in 2022.
- **Awards/Activities:** Successfully led a cross-departmental project that improved data accuracy by 40%.
- **Languages:** English, Spanish, French