MICHAEL ANDERSON

SENIOR MEDIA PLANNER

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CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Media
- Strategic Planning
- Performance Analysis
- Client Relations
- Creative Collaboration
- Training

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, MARKETING CONCENTRATION, HARVARD BUSINESS SCHOOL, 2016

ACHIEVEMENTS

- Achieved a 30% increase in client satisfaction ratings over two years.
- Recognized as Employee of the Month for outstanding performance in 2021.
- Successfully launched a new media campaign that exceeded KPIs by 40%.

PROFILE

Highly analytical Media Planning Specialist with extensive experience in digital and traditional media landscapes. Recognized for leveraging data-driven insights to craft compelling media strategies that elevate brand presence and engage target demographics. Proven ability to collaborate with creative teams and clients to ensure alignment of media initiatives with brand objectives. Expertise in optimizing media buys through performance metrics and real-time analytics, resulting in improved campaign efficiency.

EXPERIENCE

SENIOR MEDIA PLANNER

Digital Innovations Inc.

2016 - Present

- Crafted and executed multi-channel media plans for diverse clients.
- Analyzed campaign data to refine targeting and improve results.
- Collaborated with creative teams to align media strategies with brand messaging.
- Managed client relationships, ensuring satisfaction and retention.
- Presented campaign performance insights to executive teams.
- Trained junior staff on media planning best practices.

MEDIA ANALYST

Global Marketing Solutions

2014 - 2016

- Conducted in-depth analysis of media trends and consumer behavior.
- Assisted in the preparation of media plans based on client objectives.
- Monitored campaign performance and prepared analytical reports.
- Engaged with media vendors to negotiate pricing and placements.
- Supported senior planners in developing strategic recommendations.
- Maintained databases for tracking media performance metrics.