MA

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🌐 www.michaelanderson.com

SKILLS

- Digital Transformation
- Data-Driven Strategy
- Performance Optimization
- Creative Collaboration
- Workshop Facilitation
- Research

EDUCATION

BACHELOR OF SCIENCE IN DIGITAL MARKETING, UNIVERSITY OF MICHIGAN, 2018

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased digital campaign engagement by 40% through targeted strategies.
- Recognized with the "Rising Star Award" for outstanding contributions in 2021.
- Successfully managed a portfolio of digital media campaigns valued at $2 million.

Michael Anderson

DIGITAL MEDIA PLANNER

Strategic Media Planning Specialist with a focus on digital transformation and innovative media solutions. Extensive experience in developing data-driven media strategies that enhance brand engagement and drive measurable results. Skilled in utilizing analytics and performance metrics to guide decision-making and optimize media investments. A collaborative professional with a proven track record of working alongside creative teams to deliver compelling campaigns that resonate with target audiences.

EXPERIENCE

DIGITAL MEDIA PLANNER

TechSavvy Advertising

2016 - Present

- Developed targeted digital media strategies for diverse client portfolios.
- Analyzed performance data to refine campaign targeting and execution.
- Collaborated with creative teams to align media and content strategies.
- Negotiated with digital platforms to optimize ad placements.
- Presented campaign insights and recommendations to clients.
- Conducted workshops on digital media trends for internal teams.

MEDIA INTERN

Creative Minds Agency

2014 - 2016

- Supported the media planning team in developing client media strategies.
- Assisted in tracking and reporting media performance metrics.
- Conducted research on industry trends and competitive landscape.
- Engaged with media vendors to gather placement options.
- Participated in brainstorming sessions for campaign strategies.
- Maintained documentation for media plans and reports.