



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Distinguished Media Planning Trainer with over 15 years of extensive experience in developing and executing innovative media strategies that drive brand engagement and revenue growth. Expertise lies in imparting knowledge on advanced media planning techniques, digital strategies, and analytics, ensuring that clients are equipped with the latest industry insights. Proven track record of enhancing team performance through tailored training programs that focus on practical applications and real-world scenarios.

WORK EXPERIENCE

Senior Media Planner Global Media Agency

Jan 2023 - Present

- Formulated comprehensive media strategies for high-profile clients, achieving a 30% increase in campaign effectiveness.
- Conducted in-depth market research and audience analysis to optimize media placement.
- Utilized analytics tools to measure campaign performance and provide actionable insights.
- Collaborated with cross-functional teams to integrate multi-channel marketing initiatives.
- Developed training modules for junior planners, enhancing team capabilities.
- Presented findings and recommendations to stakeholders, ensuring alignment with business objectives.

Media Planning Consultant Independent Consultant

Jan 2020 - Dec 2022

- Advised clients on media strategy and execution, resulting in a 25% reduction in overall media spend.
 - Designed and delivered workshops on media analytics and reporting tools.
 - Assisted clients in transitioning to digital media platforms, increasing online engagement.
 - Evaluated existing media plans and provided optimization recommendations.
 - Conducted client training sessions on industry best practices and emerging trends.
 - Maintained strong relationships with media vendors to negotiate favorable rates.
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EDUCATION

Master of Business Administration (MBA), Marketing, University of Chicago

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Digital Marketing, Analytics, Training Development, Client Relations, Market Research
- **Awards/Activities:** Recipient of the 'Media Innovator Award' for outstanding contributions to digital media strategy.
- **Awards/Activities:** Successfully trained over 200 media professionals in advanced planning techniques.
- **Awards/Activities:** Increased client retention rates by 40% through effective training and support.
- **Languages:** English, Spanish, French