



Michael

ANDERSON

INTEGRATED MEDIA TRAINER

Dynamic Media Planning Trainer with a focus on integrated marketing communications, offering over 12 years of experience in the media and advertising industry. Expertise in developing and delivering training programs that enhance the strategic capabilities of media professionals. Known for a collaborative approach to learning, encouraging participants to share insights and experiences.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Integrated Marketing
- Collaborative Learning
- Workshop Facilitation
- Media Strategy
- Client Engagement
- Continuous Improvement

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, UNIVERSITY OF FLORIDA**

ACHIEVEMENTS

- Increased participant satisfaction scores by 45% through enhanced training methodologies.
- Recognized for delivering impactful training sessions that resulted in increased client media effectiveness.
- Successfully launched a training initiative that improved team collaboration on media projects.

WORK EXPERIENCE

INTEGRATED MEDIA TRAINER

Innovative Media Solutions

2020 - 2025

- Designed and delivered training programs on integrated marketing strategies.
- Facilitated workshops that encouraged collaborative problem-solving among participants.
- Utilized simulation exercises to enhance practical understanding of media planning.
- Evaluated the effectiveness of training sessions through participant feedback.
- Maintained current knowledge of industry trends to inform training content.
- Collaborated with marketing teams to align training with organizational goals.

MEDIA CONSULTANT

Freelance

2015 - 2020

- Provided media planning consultancy services to various clients across industries.
- Developed customized training solutions tailored to client needs.
- Conducted market research to inform strategic media recommendations.
- Trained client teams on the implementation of integrated media strategies.
- Presented strategic plans to stakeholders, ensuring alignment with business objectives.
- Maintained positive client relationships to facilitate ongoing collaboration.