



# MICHAEL ANDERSON

## Media Planning Trainer

Proficient Media Planning Trainer with 10 years of experience specializing in strategic media planning and execution. Demonstrates a strong ability to design and implement training programs that enhance the skills of media professionals. Known for a hands-on approach that emphasizes practical application and real-world scenarios. Adept at utilizing the latest digital tools and technologies to improve training outcomes.

### WORK EXPERIENCE

#### Media Planning Trainer

2020-2023

Regional Media Agency

- Designed and delivered training sessions on strategic media planning.
- Utilized digital tools to enhance learning experiences for participants.
- Conducted assessments to evaluate training effectiveness and participant understanding.
- Collaborated with management to align training objectives with business goals.
- Facilitated group discussions to encourage knowledge sharing.
- Maintained training materials to ensure relevance and accuracy.

#### Junior Media Planner

2019-2020

Advertising Firm

- Assisted in the development of media plans for various clients.
- Conducted market research to support media planning efforts.
- Collaborated with senior planners to optimize media placements.
- Prepared reports on campaign performance for client review.
- Participated in client meetings to understand project requirements.
- Maintained relationships with media vendors to ensure competitive rates.

### ACHIEVEMENTS

- Increased training participant satisfaction by 30% through engaging content.
- Recognized for developing a training program that resulted in improved client outcomes.
- Successfully implemented a mentorship program that enhanced team capabilities.

### CONTACT

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### EDUCATION

#### Bachelor of Arts in Advertising

University of Texas at Austin

2016-2020

### SKILLS

- Strategic Planning
- Digital Tools
- Training Design
- Market Research
- Collaboration
- Performance Evaluation

### LANGUAGES

- English
- Spanish
- French