



MICHAEL ANDERSON

Senior Omnichannel Media Planner

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SUMMARY

Visionary Omnichannel Media Planner with over a decade of experience orchestrating integrated marketing campaigns across diverse channels. Proven expertise in leveraging data analytics to inform strategic media decisions, optimizing campaign performance, and enhancing brand visibility. Skilled in collaborating with cross-functional teams to drive innovative solutions tailored to client needs. Proficient in utilizing advanced media planning tools and platforms to ensure optimal resource allocation and measurement of key performance indicators.

WORK EXPERIENCE

Senior Omnichannel Media Planner Global Media Solutions Inc.

Jan 2023 - Present

- Developed and executed comprehensive media strategies for high-profile clients.
- Utilized advanced analytics tools to assess campaign performance and optimize spend.
- Collaborated with creative teams to align messaging across channels.
- Managed relationships with key media vendors to negotiate favorable rates.
- Led training sessions for junior planners on best practices in media planning.
- Monitored industry trends to identify emerging opportunities for clients.

Media Planner Innovative Advertising Agency

Jan 2020 - Dec 2022

- Assisted in the planning and execution of multi-channel marketing campaigns.
 - Conducted market research to inform target audience segmentation.
 - Coordinated with digital teams to integrate online and offline media efforts.
 - Tracked and reported on campaign performance metrics to stakeholders.
 - Participated in client meetings to present media strategies and results.
 - Supported the development of creative briefs to guide content production.
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EDUCATION

Master of Business Administration, Marketing Specialization - Columbia University

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Analytics, Budget Management, Vendor Relations, Team Leadership, Consumer Insights
- **Awards/Activities:** Increased client campaign ROI by 30% through strategic media optimizations.
- **Awards/Activities:** Recognized as Employee of the Year for outstanding performance in 2020.
- **Awards/Activities:** Successfully launched a new product campaign that exceeded sales targets by 25%.
- **Languages:** English, Spanish, French