



# MICHAEL ANDERSON

## LEAD MEDIA STRATEGIST

### PROFILE

Dynamic Omnichannel Media Planner with extensive experience in creating and implementing data-driven marketing strategies. Expertise in synthesizing complex data sets into actionable insights that drive consumer engagement and optimize media spend. Demonstrated ability to manage large-scale campaigns across digital, print, and broadcast channels, ensuring cohesive messaging that resonates with target audiences.

### EXPERIENCE

#### LEAD MEDIA STRATEGIST

##### Creative Media Group

2016 - Present

- Designed and executed omnichannel media strategies for Fortune 500 clients.
- Analyzed campaign data to refine targeting and improve conversion rates.
- Collaborated with sales teams to align media initiatives with business goals.
- Oversaw media buying processes to maximize budget efficiency.
- Facilitated workshops to educate clients on emerging media trends.
- Implemented tracking systems to measure campaign effectiveness.

#### DIGITAL MEDIA PLANNER

##### NextGen Advertising

2014 - 2016

- Contributed to the development of targeted digital marketing campaigns.
- Utilized programmatic buying platforms to enhance ad placements.
- Conducted A/B testing to optimize ad performance.
- Maintained detailed reports on campaign metrics for client presentations.
- Engaged in competitive analysis to inform strategic decisions.
- Supported cross-channel initiatives to ensure message consistency.

### CONTACT

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### SKILLS

- Data Analysis
- Campaign Management
- Media Buying
- Client Relations
- Creative Strategy
- Digital Marketing

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF ARTS IN MARKETING -  
UNIVERSITY OF CALIFORNIA, BERKELEY

### ACHIEVEMENTS

- Achieved a 40% increase in client engagement through targeted campaigns.
- Named Top Media Planner of the Year in 2022 by industry peers.
- Successfully managed a \$5 million media budget with zero overspend.