

MICHAEL ANDERSON

Media Strategy Consultant

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Highly analytical Omnichannel Media Planner with a demonstrated history of leveraging data to drive impactful marketing strategies. Expertise in crafting media plans that effectively engage target audiences across various platforms. Adept at utilizing advanced analytics and reporting tools to measure success and inform future campaigns. Proven experience in managing complex projects and collaborating with cross-functional teams to achieve strategic objectives.

WORK EXPERIENCE

Media Strategy Consultant | Insightful Media Agency

Jan 2022 – Present

- Developed data-driven media strategies for diverse client portfolios.
- Conducted extensive market research to inform planning decisions.
- Collaborated with creative teams to ensure cohesive messaging.
- Analyzed campaign performance to optimize future media placements.
- Trained junior staff on analytics tools and best practices.
- Presented insights and recommendations to executive clients.

Media Planner | AdVantage Media

Jul 2019 – Dec 2021

- Assisted in the planning and execution of integrated media campaigns.
- Utilized analytics platforms to track and report on campaign performance.
- Supported the development of creative content aligned with media strategies.
- Engaged in competitive analysis to inform strategic recommendations.
- Maintained comprehensive documentation of all media activities.
- Collaborated with clients to ensure alignment with their objectives.

SKILLS

Data Analytics

Campaign Strategy

Market Research

Project Management

Cross-Functional Collaboration

Performance Measurement

EDUCATION

Bachelor of Arts in Marketing - University of Miami

2015 – 2019

University

ACHIEVEMENTS

- Increased campaign effectiveness by 40% through targeted optimizations.
- Received a distinguished award for excellence in media strategy development.
- Successfully led a project that generated a 50% increase in client engagement.

LANGUAGES

English

Spanish

French