



# MICHAEL ANDERSON

## Senior Online Media Planner

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### SUMMARY

Accomplished online media planner with a proven track record in strategizing and executing comprehensive digital marketing campaigns. Demonstrates a profound understanding of audience segmentation and media buying principles, leveraging data analytics to drive campaign effectiveness. Expertise in utilizing cutting-edge tools for performance optimization and ROI analysis, ensuring alignment with corporate objectives.

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### WORK EXPERIENCE

#### Senior Online Media Planner Digital Innovations Inc.

Jan 2023 - Present

- Developed and executed multi-channel online media strategies for diverse clients.
- Utilized advanced analytics tools to assess campaign performance and implement data-driven adjustments.
- Managed a team of media buyers, ensuring adherence to budget and timelines.
- Conducted market research to identify target demographics and optimize media placements.
- Collaborated with creative teams to produce compelling ad content that resonates with audiences.
- Presented comprehensive reports to stakeholders, highlighting key performance metrics and insights.

#### Online Media Planner Creative Media Solutions

Jan 2020 - Dec 2022

- Executed targeted online advertising campaigns across social media and search engines.
  - Analyzed competitor strategies to uncover opportunities for differentiation.
  - Optimized bid strategies to maximize ad spend efficiency and reach.
  - Maintained strong relationships with media partners to negotiate favorable terms.
  - Monitored industry trends to inform strategic planning and execution.
  - Provided training and mentorship to junior planners on best practices.
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### EDUCATION

#### Bachelor of Arts in Marketing, University of California, 2017

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** digital marketing, media planning, analytics, campaign management, audience targeting, negotiation
- **Awards/Activities:** Increased client ROI by 35% through strategic media placements.
- **Awards/Activities:** Awarded 'Best Media Campaign' by the Digital Marketing Association in 2020.
- **Awards/Activities:** Successfully led a project that resulted in a 50% growth in website traffic for a major client.
- **Languages:** English, Spanish, French