



MICHAEL ANDERSON

ONLINE MEDIA STRATEGIST

PROFILE

Strategic and results-oriented online media planner with extensive experience in developing high-impact digital marketing strategies. Proven ability to analyze market trends and consumer behavior, leading to the creation of tailored media plans that effectively engage target audiences. Expertise in optimizing digital advertising channels to maximize reach and conversion rates. Strong proficiency in budget management and forecasting, ensuring optimal allocation of resources.

EXPERIENCE

ONLINE MEDIA STRATEGIST

NextGen Marketing

2016 - Present

- Designed and implemented comprehensive digital media strategies across multiple platforms.
- Utilized Google Analytics and SEMrush to track campaign effectiveness and adjust strategies accordingly.
- Conducted in-depth audience analysis to refine targeting and messaging.
- Collaborated with sales teams to align marketing initiatives with business objectives.
- Managed annual media budgets, ensuring adherence to financial constraints.
- Presented strategic recommendations to senior management based on data insights.

DIGITAL MEDIA PLANNER

Visionary Advertising

2014 - 2016

- Executed targeted online campaigns, achieving a 25% increase in lead generation.
- Analyzed performance metrics to identify areas for improvement and optimization.
- Established and maintained relationships with key media vendors to enhance campaign reach.
- Developed creative briefs in collaboration with design teams to ensure cohesive messaging.
- Monitored industry developments to identify emerging opportunities for clients.
- Conducted training sessions for team members on the latest digital marketing tools.

CONTACT

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SKILLS

- strategic planning
- digital analytics
- media optimization
- client relations
- budget management
- project coordination

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING FOCUS,
HARVARD UNIVERSITY, 2018

ACHIEVEMENTS

- Achieved a 40% increase in client engagement through innovative media strategies.
- Recognized as 'Employee of the Year' for outstanding contributions to campaign success.
- Led a team that received a national award for excellence in digital marketing.