

MICHAEL ANDERSON

Senior Media Planner

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Results-driven online media planner with a comprehensive understanding of digital marketing dynamics and a focus on delivering measurable results. Proven expertise in designing and executing integrated media strategies that enhance brand visibility and engagement. Strong analytical capabilities, allowing for the identification of key performance indicators and actionable insights. Known for fostering collaborative relationships with clients and stakeholders, ensuring alignment with business objectives.

WORK EXPERIENCE

Senior Media Planner | Global Media Strategies

Jan 2022 – Present

- Led the development of integrated media strategies for high-profile clients.
- Utilized advanced analytics to assess campaign performance and drive improvements.
- Managed cross-channel advertising campaigns to maximize reach and engagement.
- Collaborated with creative teams to ensure cohesive messaging across platforms.
- Presented strategic insights and recommendations to executive leadership.
- Monitored industry trends to inform innovative media strategies.

Media Analyst | Insight Media Group

Jul 2019 – Dec 2021

- Conducted analysis of media performance metrics to guide strategic decisions.
- Supported the development of media plans through data-driven insights.
- Collaborated with account teams to align media strategies with client objectives.
- Monitored competitor activities to inform strategic planning.
- Prepared reports detailing campaign performance for internal and client review.
- Facilitated workshops on media planning best practices for team members.

SKILLS

integrated marketing

analytics

media strategy

client collaboration

campaign management

reporting

EDUCATION

Bachelor of Science in Communications

2015

University of Washington

ACHIEVEMENTS

- Increased client satisfaction scores by 40% through effective media strategies.
- Awarded 'Outstanding Achievement' for excellence in campaign execution.
- Successfully managed campaigns that achieved over 200% ROI.

LANGUAGES

English

Spanish

French