



Michael

ANDERSON

LEAD PAID MEDIA PLANNER

Strategic and results-oriented Paid Media Planner with a proven history of driving revenue growth through innovative digital marketing initiatives. Expertise in developing comprehensive media strategies that align with both brand objectives and consumer behavior. Proficient in utilizing various analytics platforms to measure campaign performance and identify optimization opportunities. Exceptional communication skills enable effective collaboration with creative, sales, and product teams to ensure unified messaging.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Media Strategy
- Campaign Optimization
- Analytics
- Team Leadership
- Client Consulting
- Negotiation

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF BUSINESS
ADMINISTRATION, MARKETING,
UNIVERSITY OF TEXAS, 2017**

ACHIEVEMENTS

- Increased client revenue by 60% through targeted campaign strategies.
- Recognized as a top performer for achieving the highest client satisfaction ratings.
- Successfully managed a campaign that received industry award recognition for creativity and effectiveness.

WORK EXPERIENCE

LEAD PAID MEDIA PLANNER

NextGen Marketing Group

2020 - 2025

- Led the strategic planning and execution of multi-channel paid media campaigns for high-profile clients.
- Utilized advanced targeting techniques to increase ad relevance and engagement.
- Monitored and reported on key performance indicators, ensuring campaigns met or exceeded objectives.
- Developed innovative solutions to optimize underperforming campaigns, driving significant improvements.
- Trained team members on the latest digital marketing trends and tools.
- Fostered relationships with media vendors to negotiate favorable advertising rates.

PAID MEDIA CONSULTANT

Freelance

2015 - 2020

- Provided expert guidance to clients on developing effective paid media strategies.
- Analyzed client data to inform budget allocations and campaign focus.
- Collaborated with clients to establish measurable goals for advertising initiatives.
- Delivered comprehensive reports detailing campaign performance and recommendations for future actions.
- Conducted training workshops for clients on best practices in digital advertising.
- Maintained up-to-date knowledge of industry trends and competitive landscape to inform client strategies.