



MICHAEL ANDERSON

Senior Media Planner

Accomplished and strategic Paid Media Strategy Manager with a focus on optimizing media performance and driving brand growth through innovative marketing solutions. Extensive experience in managing diverse teams and leading high-impact campaigns that deliver exceptional results. Expertise in employing analytics and performance metrics to inform strategic decisions and enhance campaign effectiveness.

WORK EXPERIENCE

Senior Media Planner

2020-2023

Prime Marketing Agency

- Developed strategic media plans that aligned with client business objectives.
- Analyzed market data to identify opportunities for campaign enhancement.
- Collaborated with creative teams to ensure ad content quality and relevance.
- Managed media budgets effectively to maximize ROI for clients.
- Presented campaign results and insights to clients and stakeholders.
- Led workshops to train junior staff on media planning best practices.

Digital Marketing Coordinator

2019-2020

Future Forward Marketing

- Coordinated the execution of digital marketing campaigns across multiple channels.
- Monitored and reported on campaign performance metrics to optimize strategies.
- Assisted in the development of creative content for advertising initiatives.
- Conducted competitor analysis to inform marketing strategies.
- Maintained relationships with media vendors to negotiate optimal placements.
- Provided support in budget management and resource allocation.

ACHIEVEMENTS

- Increased client satisfaction scores by 30% through improved campaign performance.
- Recognized as 'Marketing Innovator of the Year' for exceptional contributions.
- Successfully managed campaigns that generated over \$2 million in revenue.

CONTACT

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EDUCATION

Bachelor of Arts in Advertising

University of Michigan

2016-2020

SKILLS

- Media Planning
- Performance Analysis
- Client Management
- Team Leadership
- Digital Advertising
- Strategic Development

LANGUAGES

- English
- Spanish
- French