



# Michael ANDERSON

## PROGRAMMATIC MEDIA BUYER

Dynamic Programmatic Advertising Specialist with extensive expertise in campaign management and optimization within the digital advertising landscape. Proficient in leveraging advanced data analytics and programmatic technologies to drive significant improvements in advertising outcomes. Known for a results-oriented approach that emphasizes collaboration and innovation in achieving marketing goals. Demonstrates an ability to adapt to changing market conditions and client needs, ensuring the delivery of high-impact advertising solutions.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- campaign management
- media buying
- data analytics
- strategic planning
- client relations
- performance optimization

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN  
ADVERTISING, UNIVERSITY OF  
FLORIDA, 2015**

### ACHIEVEMENTS

- Achieved a record-breaking ROI of 300% on key campaigns through innovative strategies.
- Recognized as 'Rising Star' in the digital advertising sector for exceptional performance.
- Successfully managed a diverse portfolio of clients, enhancing their market presence.

### WORK EXPERIENCE

#### PROGRAMMATIC MEDIA BUYER

Global Ad Ventures

2020 - 2025

- Executed programmatic media buying strategies that led to a 40% increase in lead generation.
- Utilized programmatic buying platforms to enhance targeting precision and reach.
- Collaborated with analytics teams to measure and report on campaign effectiveness.
- Conducted competitive analysis to inform strategic media planning.
- Managed budgets and negotiated media rates to optimize cost efficiency.
- Presented campaign outcomes to clients, highlighting key performance metrics.

#### DIGITAL ADVERTISING SPECIALIST

Creative Solutions Inc.

2015 - 2020

- Supported the execution of digital advertising campaigns across multiple platforms.
- Analyzed performance data to identify opportunities for improvement.
- Coordinated with creative teams to ensure alignment of messaging and branding.
- Managed client communications to ensure clarity and satisfaction.
- Utilized reporting tools to track campaign metrics and performance trends.
- Participated in strategy meetings to discuss campaign objectives and results.