



# MICHAEL ANDERSON

## Senior Programmatic Media Planner

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### SUMMARY

Dynamic and results-oriented Programmatic Media Planner with over a decade of experience in digital marketing and campaign management. Proven expertise in leveraging data analytics and advanced targeting techniques to optimize media spend and drive customer engagement. Adept at collaborating with cross-functional teams to develop innovative strategies that align with organizational goals.

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### WORK EXPERIENCE

#### Senior Programmatic Media Planner Digital Marketing Solutions

Jan 2023 - Present

- Developed and executed programmatic media strategies for high-profile clients, achieving a 30% increase in campaign performance.
- Utilized advanced analytics tools to monitor and optimize media spend, resulting in a 20% reduction in costs.
- Collaborated with creative teams to enhance ad creatives based on performance data.
- Managed relationships with DSPs and ad networks to negotiate better rates and inventory access.
- Conducted A/B testing to refine targeting strategies and improve audience engagement.
- Presented campaign results and insights to stakeholders, facilitating data-driven decision-making.

#### Programmatic Media Analyst Tech Innovations Inc.

Jan 2020 - Dec 2022

- Analyzed campaign performance metrics to identify trends and optimize future media strategies.
  - Supported senior planners in executing programmatic buys across multiple channels.
  - Developed comprehensive reports detailing campaign insights and recommendations.
  - Assisted in the implementation of new programmatic technologies and platforms.
  - Conducted market research to stay informed about competitive landscape and industry benchmarks.
  - Trained junior staff on programmatic tools and best practices.
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### EDUCATION

#### Bachelor of Science in Marketing, University of California, Berkeley

Sep 2019 - Oct 2020

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### ADDITIONAL INFORMATION

- **Technical Skills:** Programmatic Advertising, Data Analysis, Campaign Management, Digital Marketing, DSPs, A/B Testing
- **Awards/Activities:** Increased client satisfaction ratings by 25% through improved campaign performance.
- **Awards/Activities:** Recognized as Employee of the Year in 2020 for exceptional contributions to team success.
- **Awards/Activities:** Successfully launched over 50 high-impact programmatic campaigns within budget.
- **Languages:** English, Spanish, French