



# MICHAEL ANDERSON

## LEAD PROGRAMMATIC MEDIA PLANNER

### CONTACT

-  (555) 234-5678
-  michael.anderson@email.com
-  San Francisco, CA

### SKILLS

- Media Buying
- Programmatic Platforms
- Data-Driven Strategies
- Leadership
- Digital Analytics
- Budget Management

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF BUSINESS  
ADMINISTRATION, MARKETING  
MANAGEMENT, NEW YORK UNIVERSITY**

### ACHIEVEMENTS

- Achieved industry recognition for innovative campaign strategies that outperformed benchmarks by 50%.
- Secured a major client account that contributed to a 15% revenue growth for the agency.
- Launched a proprietary analytics tool that improved campaign reporting efficiency by 35%.

### PROFILE

Strategic and analytical Programmatic Media Planner with over 15 years of experience in digital advertising and media buying. Expertise in developing data-driven strategies that enhance brand visibility and drive consumer action. Proven track record of leveraging programmatic platforms to achieve measurable results, including increased conversion rates and reduced customer acquisition costs.

### EXPERIENCE

#### LEAD PROGRAMMATIC MEDIA PLANNER

##### Innovative Ad Agency

*2016 - Present*

- Oversaw the planning and execution of multi-channel programmatic campaigns, achieving a 40% increase in ROI.
- Established key performance indicators (KPIs) to measure campaign success and guide optimization efforts.
- Implemented advanced targeting strategies utilizing first-party and third-party data.
- Managed a team of media planners, providing mentorship and training on best practices.
- Worked closely with sales and creative teams to ensure cohesive messaging across all platforms.
- Presented quarterly performance reviews to executive leadership, highlighting insights and recommendations.

#### DIGITAL MEDIA STRATEGIST

##### Creative Solutions Co.

*2014 - 2016*

- Developed comprehensive media plans that integrated programmatic and traditional media.
- Analyzed competitive advertising strategies to identify opportunities for client differentiation.
- Optimized digital spend based on real-time performance analytics.
- Collaborated with technology partners to enhance programmatic capabilities.
- Monitored industry trends to keep the agency at the forefront of digital innovation.
- Facilitated workshops for clients on programmatic advertising benefits and strategies.