

MICHAEL ANDERSON

Programmatic Media Planner

- San Francisco, CA
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Creative and results-oriented Programmatic Media Planner with a specialization in the travel and hospitality industry, offering over 9 years of experience in digital marketing. Expertise in crafting compelling media strategies that enhance brand presence and drive bookings through targeted advertising. Proven ability to analyze market trends and consumer behavior to inform campaign development.

WORK EXPERIENCE

Programmatic Media Planner | Travel Marketing Agency

Jan 2022 – Present

- Developed and implemented programmatic campaigns that increased online bookings by 35%.
- Utilized audience insights to create tailored advertising strategies for diverse demographics.
- Collaborated with creative teams to design visually compelling ad creatives.
- Monitored campaign performance and made data-driven adjustments to optimize results.
- Managed relationships with media partners to enhance inventory access and reduce costs.
- Presented campaign outcomes and insights to stakeholders to inform future strategies.

Digital Marketing Coordinator | Luxury Resorts Group

Jul 2019 – Dec 2021

- Assisted in executing integrated marketing campaigns that included programmatic advertising.
- Analyzed competitor strategies to identify opportunities for differentiation.
- Supported the development of engaging content for social media platforms.
- Monitored online engagement metrics and provided insights to improve campaign performance.
- Coordinated with sales teams to develop promotional strategies for seasonal offerings.
- Helped manage the marketing budget to ensure effective allocation of resources.

SKILLS

Travel Marketing

Programmatic Advertising

Audience Insights

Campaign Development

Digital Strategy

Team Collaboration

EDUCATION

Bachelor of Science in Marketing

Las Vegas

University of Nevada

ACHIEVEMENTS

- Increased brand visibility by 45% through effective digital marketing strategies.
- Achieved recognition for 'Best Campaign' at the Annual Travel Marketing Awards.
- Successfully managed a \$400,000 media budget with a significant increase in ROI.

LANGUAGES

English

Spanish

French