MA

Phone: (555) 234-5678

Email: michael.anderson@email.com

Address: San Francisco, CA

Website: www.michaelanderson.com

EXPERTISE SKILLS

- media planning
- data analytics
- audience measurement
- campaign optimization
- stakeholder communication
- market research

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Science in Statistics, University of Michigan

REFERENCES

John Smith
Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson
Director, Innovation Labs
sarah.j@email.com

Michael Brown
VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

MEDIA PLANNING ANALYST

Analytical Reach and Frequency Analyst specializing in the intersection of media planning and data analytics. Expertise in utilizing quantitative methods to assess advertising effectiveness and optimize media allocation. Proven ability to synthesize complex data sets into actionable insights that drive strategic decision-making. Strong focus on enhancing client relationships through data transparency and communication.

PROFESSIONAL EXPERIENCE

Strategic Media Partners   *Mar 2018 - Present*
Media Planning Analyst

- Conducted analysis on media performance metrics to inform planning and buying strategies.
- Utilized Nielsen and Comscore data to evaluate audience engagement and reach.
- Collaborated with media buyers to optimize campaign performance through data insights.
- Developed comprehensive reports to communicate findings to clients and stakeholders.
- Engaged in regular client strategy sessions to align on performance goals.
- Mentored new hires on media analytics processes and tools.

Advisory Analytics   *Dec 2015 - Jan 2018*
Research Analyst

- Performed market research and analysis to support advertising strategy development.
- Utilized SPSS and Excel for data analysis and visualization.
- Assisted in the creation of data dashboards for internal use.
- Collaborated with marketing teams to ensure alignment of research findings with campaign objectives.
- Presented research findings to stakeholders, enhancing strategic planning.
- Participated in cross-functional teams to drive data integration efforts.

ACHIEVEMENTS

- Improved media allocation efficiency by 15% through data-driven insights.
- Received the 'Excellence in Analytics' award for innovative reporting methods in 2021.
- Successfully led a project that reduced reporting errors by 30% through process improvements.