



MICHAEL ANDERSON

Senior Media Planner

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SUMMARY

Accomplished Senior Media Planner with over a decade of experience in orchestrating comprehensive media strategies for high-profile clients. Demonstrated proficiency in leveraging data analytics to optimize campaign performance and drive substantial ROI. Expertise in integrating traditional and digital media channels to enhance brand visibility and engagement. Proven track record of managing cross-functional teams to deliver innovative advertising solutions that align with client objectives.

WORK EXPERIENCE

Senior Media Planner ABC Media Group

Jan 2023 - Present

- Developed and executed multi-channel media strategies for diverse clientele.
- Conducted comprehensive market research to inform media buying decisions.
- Utilized advanced analytics tools to assess campaign effectiveness and optimize media spend.
- Collaborated with creative teams to ensure alignment of messaging across platforms.
- Negotiated contracts with media outlets, achieving an average savings of 15% on placements.
- Mentored junior planners, fostering a culture of continuous learning and improvement.

Media Planner XYZ Advertising

Jan 2020 - Dec 2022

- Executed targeted media campaigns across print, digital, and broadcast channels.
 - Analyzed audience metrics to enhance media targeting and efficiency.
 - Collaborated with account managers to align media strategies with client goals.
 - Prepared detailed reports on campaign performance and presented findings to stakeholders.
 - Managed relationships with external vendors and media partners.
 - Participated in brainstorming sessions to generate innovative campaign ideas.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Media Strategy, Data Analytics, Campaign Optimization, Cross-Channel Marketing, Negotiation, Team Leadership
- **Awards/Activities:** Increased client satisfaction ratings by 30% through effective media planning.
- **Awards/Activities:** Awarded 'Media Planner of the Year' by the National Advertising Association in 2022.
- **Awards/Activities:** Successfully managed a \$5 million media budget, achieving a 20% increase in overall campaign ROI.
- **Languages:** English, Spanish, French