

MICHAEL ANDERSON

Senior Media Planner

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Expert Senior Media Planner with a profound understanding of the media landscape and a passion for driving brand engagement through strategic planning. Distinguished by a history of successful campaign management across various sectors, including retail, technology, and consumer goods. Exceptional skills in data interpretation and market analysis, enabling the formulation of targeted media strategies that resonate with diverse audiences.

WORK EXPERIENCE

Senior Media Planner | Premier Media Solutions

Jan 2022 – Present

- Developed integrated media plans that increased overall brand engagement.
- Utilized audience insights to inform strategic media buying.
- Collaborated with creative teams to ensure cohesive messaging across channels.
- Managed relationships with key media partners to enhance campaign reach.
- Implemented innovative tracking systems to measure success metrics.
- Conducted in-depth analyses post-campaign to refine future strategies.

Media Coordinator | Creative Vision Agency

Jul 2019 – Dec 2021

- Supported media planning initiatives for client campaigns.
- Monitored and reported on media performance metrics.
- Assisted in the development of creative advertising content.
- Conducted research on market trends to inform planning strategies.
- Maintained accurate documentation of media budgets.
- Participated in client meetings to align strategies with objectives.

SKILLS

Market Analysis

Media Strategy

Campaign Management

Client Relations

Data Interpretation

Creative Collaboration

EDUCATION

Bachelor of Arts in Business Administration

2015 – 2019

University of Michigan

ACHIEVEMENTS

- Achieved a 50% increase in client satisfaction through effective media strategies.
- Recognized for outstanding performance with the Media Excellence Award in 2023.
- Successfully led a campaign that resulted in a 60% increase in brand awareness.

LANGUAGES

English

Spanish

French