



LIAM ANDERSON

Assistant Media Planner

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PROFESSIONAL SUMMARY

Accomplished Assistant Media Planner with 7 years of experience in developing and executing targeted media strategies. Proficient in analyzing data to optimize media buys and enhance campaign effectiveness across various platforms. Driven by a commitment to leverage insights for impactful advertising solutions that align with client goals and maximize return on investment.

WORK EXPERIENCE

Assistant Media Planner

Quantum Solutions LLC

📅 Apr / 2021-Ongoing

📍 Phoenix, AZ

1. Collaborated with clients and account teams to define advertising objectives and strategies.
2. Assisted in selecting optimal media channels and formats tailored to specific campaigns.
3. Conducted market research and analyzed data using industry-standard tools.
4. Identified target demographics and assessed their media consumption habits.
5. Developed and presented media proposals, including comprehensive cost breakdowns.
6. Reviewed and edited advertisement content for accuracy and compliance.
7. Create and maintain media schedules to ensure timely execution of campaigns.

Assistant Media Planner

Crescent Moon Design

📅 Apr / 2018-Apr / 2021

📍 Portland, OR

1. Managed media planning for clients including MetLife, Net-A-Porter, and American Dental.
2. Instrumental in updating media plans for various advertising campaigns across diverse platforms.
3. Analyzed digital media performance metrics, providing actionable insights to improve future campaigns.
4. Oversaw billing processes and ensured accurate financial reporting for client accounts.

EDUCATION

Bachelor of Arts in Advertising

University of California, Los Angeles

📅 Apr / 2015-Apr / 2018

📍 Toronto, ON

Focused on media planning and strategic communication.

SKILLS

Media Analytics Software



Campaign Performance Analysis



Vendor Relations



Public Relations



Sales Forecasting



INTERESTS

🔧 Woodworking

🔭 Star Gazing

★ Theatre

🏠 Architecture

STRENGTHS

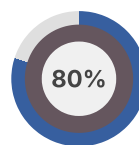
😊 Politeness

🚩 Determination

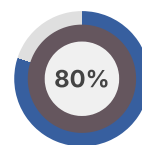
🚀 Ambition

✅ Dedication

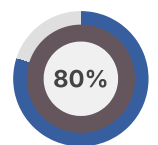
LANGUAGES



English



Swahili



Dutch

ACHIEVEMENTS

🌟 Increased campaign ROI by 25% through strategic media placements and performance optimization.

🌟 Successfully managed media budgets exceeding \$1M, ensuring optimal allocation across channels.