



HARPER LEWIS

Media Planning Intern

✉ support@qwikresume.com
☎ (123) 456 7899
📍 Los Angeles
🌐 www.qwikresume.com

PROFESSIONAL SUMMARY

Motivated media planning enthusiast with 2 years of experience in analyzing media strategies and optimizing campaigns. Skilled in utilizing data-driven insights to develop impactful media plans that enhance brand visibility. Passionate about contributing innovative solutions to dynamic media projects and eager to support effective media investments.

WORK EXPERIENCE

Media Planning Intern 📅 Apr / 2024-Ongoing
Blue Sky Innovations 📍 Chicago, IL

1. Compiled and analyzed relevant media research data to assist in campaign planning, including evaluating audience metrics and media costs.
2. Gained proficiency in media management software and tools to streamline planning processes.
3. Maintained accurate media budget tracking spreadsheets to ensure financial compliance.
4. Resolved media billing discrepancies, ensuring timely vendor payments.
5. Developed points-of-view (POVs) to support media vehicle recommendations.
6. Updated client media flowcharts to reflect current strategies.
7. Prepared periodic reports on campaign performance for assigned accounts.

Media Planning Intern 📅 Apr / 2023-Apr / 2024
Lakeside Apparel Co 📍 Chicago, IL

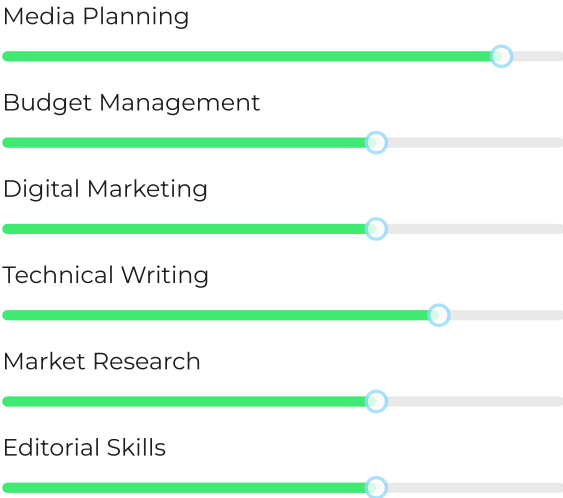
1. Conducted market research for new product launches, analyzing media opportunities.
2. Analyzed the competitive landscape for a technology company, identifying key trends.
3. Managed ad placements, ensuring timely updates and content accuracy.
4. Tracked performance metrics of insertion orders to optimize future campaigns.
5. Participated in social media analytics evaluations to improve engagement strategies.
6. Assisted in creating presentations for new business pitches, highlighting advertising trends.

EDUCATION

Bachelor of Arts in Marketing 📅 Apr / 2022-Apr / 2023
University of California 📍 Toronto, ON

Focused on media planning, advertising strategies, and consumer behavior.

SKILLS



INTERESTS

- 🧘 Meditation

🖥 Technology
- 🚴 Cycling

🎵 Music

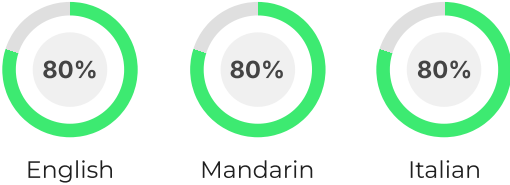
STRENGTHS

- 🌿 Humility

📌 Stability

💡 Ingenuity
- 👥 Leadership

LANGUAGES



ACHIEVEMENTS

- 🌟 Increased campaign engagement by 20% through targeted media strategies.
- 🌟 Contributed to a 15% reduction in media costs by optimizing budget allocations.