
Media Buyer Resume

Job Objective

Experienced Media Buyer looking for employment in an organization which offers opportunities for growth.

Highlights of Qualifications:

- Hands-on experience in developing and implementing various marketing campaigns
 - Immense knowledge of supervising various advertising campaigns
 - Excellent knowledge of measuring success of digital media
 - Ability to maintain optimal quality of various campaigns
 - Ability to supervise various client engagements and comply to timeframe
 - Familiarity of monitoring B2C campaigns for clients
 - Proficient with STRATA, Nielsen, Arbitron, SQAD, MRI
 - Wide knowledge of TV Scan, Tapscan, and Media Frameworks
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Professional Experience:

Media Buyer
FriendFinder Networks Inc., Wakefield, MA
August 2012 – Present

Responsibilities:

- Monitored various commercial space for broadcasting of client campaigns.
- Performed research and developed strategies to communicate to audiences.
- Provided training and mentorship to assistants for research and inventory management.
- Gathered information from various resources and recommended appropriate space.
- Monitored advertising campaigns and provided expertise on market activities.
- Performed research and compiled data to design comprehensive marketing plans.

Media Buyer
SpotSource Solutions LLC -, Wakefield, MA
May 2009 – July 2012

Responsibilities:

- Developed advertising strategies for clients and recommended ways to maximise marketing campaigns.
 - Prepared presentations for new pitches and assisted to increase business.
 - Analysed presentations and recommended improvements to market share.
 - Evaluated media orders and recommended corrections to calculations and words if required.
 - Performed negotiations and obtained the lowest rates for premium positions.
 - Provided training to team members and administered everyday workload.
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Education:

Bachelor's Degree in Mass Media
Our Lady of the Lake College, Baton Rouge, LA

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