

Amara Johnson

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SUMMARY

Results-driven Media Buyer with over 5 years of experience in developing and executing effective media campaigns. Proven track record of optimizing media spend and increasing ROI through strategic planning and data analysis.

EXPERIENCE

Senior Media Buyer

Jan 2022 - Present

Creative Ad Agency, Los Angeles, CA

- Increased campaign ROI by 30% through strategic ad placements and audience targeting.
- Managed \$1.5M media budget, optimizing spend across various channels to achieve a 25% reduction in cost per acquisition.
- Utilized programmatic buying techniques to enhance ad performance, resulting in a 40% uplift in conversion rates.

Media Buyer

Jun 2018 - Dec 2021

Digital Marketing Solutions, San Diego, CA

- Executed multi-channel campaigns across digital, print, and broadcast, achieving average reach increases of 50%.
- Collaborated with creative teams to develop targeted messaging that improved ad engagement by 35%.
- Analyzed campaign performance data, leading to a successful reallocation of budget that increased overall campaign effectiveness by 20%.

Junior Media Buyer

Aug 2016 - May 2018

Ad Innovations LLC, San Francisco, CA

- Assisted in managing media campaigns with a total budget of \$500K, contributing to a 15% increase in brand visibility.
- Supported the analytics team in measuring campaign performance, identifying key insights that informed future media strategies.
- Developed and maintained media schedules, improving operational efficiency by 20%.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Media Planning, Programmatic Buying, Data Analysis, Campaign Optimization

Tools & Frameworks: Google Ads, Facebook Ads Manager, Adobe Analytics, Tableau