

Analynn Keiran

Media Planner

Profile

I am a Media Planner with over 3 years of experience in the industry. I have worked with clients of all sizes, from small businesses to large corporations. I have a proven track record of success in developing and executing media plans that meet or exceed my clients' expectations. I am an expert at negotiating media rates and placement, and have a keen eye for detail when it comes to analyzing data and trends. My goal is always to provide my clients with the best possible return on their investment, and I believe that my skills and experience can help your business achieve its marketing goals.

Employment History

Media Planner at The Atlanta Journal-Constitution, GA

Mar 2022 - Present

- Wrote and executed media plans for 5 clients that resulted in an increase of brand awareness by 20%.
- Successfully negotiated with vendors to lower costs by 15% while still meeting all campaign objectives.
- Created a new process for developing client proposals that increased efficiency by 25%.
- Managed a team of 4 junior planners and oversaw the development of their skills.
- Won 2 gold medals at regional planning competitions.
- Authored an article on effective cross-platform advertising strategies that was published in Adweek.

Assistant Media Planner at WSB-TV, GA

Aug 2019 - Feb 2022

- Successfully executed media campaigns for 20+ clients across various industries, resulting in an average 10% increase in sales.
- Created and managed annual advertising budgets totaling \$2M for both small businesses and major corporations.
- Generated leads through effective use of online display advertising, search engine marketing (SEM), and social media platforms such as Facebook, Twitter, and LinkedIn.
- Achieved a 85% client retention rate by providing exemplary customer service throughout the duration of each campaign.
- Worked collaboratively with cross-functional teams to develop creative concepts that aligned with clients' objectives while staying within budget constraints.
- Researched target audiences using Nielsen Scarborough data and other industry reports to make strategic decisions about placement of ads.

Education

Bachelor of Science in Advertising at University of Georgia, GA

Sep 2014 - May 2019

Through my degree I have learned excellent research, writing, and communication skills.

Details

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Links

[linkedin.com/in/analynnkeiran](https://www.linkedin.com/in/analynnkeiran)

Skills

Media Planning

Advertising

Marketing

Social Media

Project Management

Budgeting

Languages

English

Mandarin

Hobbies

Listening to music

Watching movies

Reading books