

# Zhane Soddors

Assistant Media Planner

## Profile

Dedicated Assistant Media Planner with 1 year of experience in developing and executing strategic media plans to drive brand growth. Adept at analyzing target audience insights, optimizing budgets, and leveraging digital platforms to maximize reach and engagement. Strong communication skills with a keen eye for detail and a commitment to supporting team objectives in a fast-paced environment.

## Employment History

### Assistant Media Planner at Media Matters, CA

Apr 2023 - Present

- Successfully managed a \$3 million media budget, resulting in a 15% increase in brand awareness and a 10% increase in sales for a major client.
- Streamlined the media planning process by implementing new software tools, leading to a 20% reduction in time spent on creating media plans and a 5% increase in overall team efficiency.
- Developed and executed a highly-targeted digital advertising campaign for a niche product, which led to a 25% increase in online conversions and a 30% reduction in cost per acquisition.
- Conducted comprehensive market research and analysis for a new product launch, enabling the client to successfully enter a competitive market and achieve a 12% market share within the first six months.

### Media Planner Assistant at Mindshare, CA

Jul 2022 - Feb 2023

- Successfully managed a \$1 million media campaign for a major client, resulting in a 20% increase in brand awareness and a 15% uptick in sales over a six-month period.
- Streamlined the media planning process by implementing new software tools and data analysis techniques, leading to a 25% reduction in time spent on campaign preparation and a 10% improvement in overall team efficiency.
- Played an instrumental role in securing a high-profile partnership between a key client and a top-tier media outlet, which led to a 30% growth in the client's target audience reach and a 12% boost in ROI.
- Developed and executed a comprehensive social media strategy for a new product launch, generating over 50,000 engagements within the first month and driving a 35% increase in website traffic for the client.

## Certificates

### Google Ads Certification

Aug 2021

✉ [zhane.soddors@gmail.com](mailto:zhane.soddors@gmail.com)

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## Education

### Bachelor of Arts in Advertising and Media Communications at California State University, Fullerton

Aug 2017 - May 2022

Relevant Coursework: Advertising Principles, Media Planning and Buying, Digital Marketing, Social Media Strategy, Public Relations, Brand Management, Consumer Behavior, Content Creation, Integrated Marketing Communications, and Media Law and Ethics.

## Links

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

## Skills

Analytics

Budgeting

Negotiation

Research

Excel proficiency

Media buying

Campaign management

## Languages

English

Bengali