

# Jacqueline Murphy

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Portfolio: [www.jacquelinemurphy.com](http://www.jacquelinemurphy.com)

## Education

### Butler University's Lacy School of Business – Indianapolis, IN

Bachelor of Science in Marketing with a Strategic Communication Minor

### Kent State University – Florence, Italy

Completed course work in International Business, Italian, and Social Media & Branding

## Experience

### Level365

#### Director of Marketing

September 2019 - Current

#### Assistant Marketing Director

Mar 2022 – Current

#### Graphic Design & Marketing Intern

June 2020 – Mar 2022

Sept 2019 – June 2020

- Develop and update new and existing creative content for a website, social media, collateral, and landing pages
- Assist the Sales & Marketing team with various design projects
- Analyze current and past marketing trends and implement process improvement opportunities
- Develop and update the existing brand manual and review existing material to match the brand

### Pathfinders Advertising | Account Intern

May 2019 – August 2019

- Prepared Competitor Research for Fortune 500 companies
- Orchestrated Media Planning/Buying for clients such as TAG LLC
- Managed Social Media Calendaring for Pathfinder's LinkedIn and Amway US's Instagram
- Planned a client booth at Clean Show, the largest textile cleaning exposition in North America, exceeding 10,000 attendees

### Butler University | Graphic Designer

November 2017 – December 2018

### Guard Dawg Defense | Co-Founder And CEO

September 2017 – December 2017

- Led a team of five young professionals in successfully creating and selling a personal self-defense tool on a college campus
- Sold out of our first shipment of product within one week
- Worked with manufacturers, to create a product, and the local police department, for campus-wide safety measures
- Created and designed the company website, business strategy, and product development

## Relevant Skills & Certifications

- Adobe Creative Cloud Design & Layout Solutions – Photoshop (5), InDesign(4), Illustrator(4), Premier Pro(2)
- Hubspot Marketing
- Web Design via Wix & WordPress
- Social Media Fluency
- Copywriting & Editing
- Strategic Planning & Critical thinking
- Basic HTML Coding
- Paid Advertising
- Brand Development & Management

Google Display Ads Certification – May 2021

Google Analytics for Beginners Certification – October 2019

## Leadership and Community Service

Volunteer Handy-Men Crew with Traders Point CC's Foster & Adoption Ministries

October 2021 – Present

Volunteer Constructor with Habitat for Humanity

August 2017 – Present

Contestant In The National Student Advertising Competition

January 2018 – May 2018

Created a complete strategic marketing /media campaign for Ocean Spray Corporation

Butler University Dance Marathon Committee Member

September 2016 – February 2019

- Crafted logos and social media pieces
- Collaborated on a team of 800 members to raise \$400,000

Volunteer at the Indiana School for the Deaf

January 2017- May 2017