

Jacqueline Murphy

+1(574)485-8179 | jfmurphy20@gmail.com

LinkedIn: www.linkedin.com/in/jacquelinefmurphy

Portfolio: www.jacquelinefmurphy.com

Experience

Level365

Director of Marketing

Assistant Marketing Director

Graphic Design & Marketing Intern

September 2019 - Current

March 2022 - Current

June 2020 - March 2022

September 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

- Brand Development & Management
- Marketing Strategy & Critical thinking
- Hubspot Marketing & Sales
- Design & Layout - Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premier Pro) and Canva
- Web Design via Wix & WordPress (Elementor)
- SEO Writing & Keyword Research
- Paid Advertising - Google & LinkedIn

Google Display Ads Certification - May 2021

Google Analytics for Beginners Certification - October 2019

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 coursework in International Business, Italian, and Social Media & Branding

Leadership and Community Service

Volunteer Family Support with Traders Point CC's Foster & Adoption Ministries

October 2021 - Present

Volunteer Constructor with Habitat for Humanity

August 2017 - Present

Contestant in the NCAA's BIG EAST Start-Up Challenge

January 2020 - March 2020

Contestant in the National Student Advertising Competition

January 2018 - May 2018

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

Volunteer at the Indiana School for the Deaf

January 2017 - May 2017