

RACHEL MURPHY

Marketing & Graphic Design

PROFESSIONAL SKILLS

Digital marketing strategy
Paid and organic social media
Email marketing
Adobe Suite
Illustrator
InDesign
Photoshop
Google AdWords certified
Google Analytics
Facebook Ads Manager




PERSONAL SKILLS

Creative spirit
Reliable and professional
Collaborative
Adaptable
Multitasker

CONTACT

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SOCIAL

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WORK EXPERIENCE

MARKETING INTERN

Hook & Blade - Tampa, FL | January 2019 - May 2019

- Contributed to the digital marketing strategy for agency clients from ideation to execution
- Increased organic reach of client social media through content creation and engagement
- Drove traffic and conversions through paid digital campaigns on Facebook Ads Manager and Google Ads Console
- Designed advertisements, social media graphics, and print materials

GRAPHIC DESIGN INTERN

SOFWERX - Tampa, FL | January 2018 - January 2019

- Led the design initiatives for all print materials, logos, and signage associated with the Special Operations tech incubator
- Created content and graphics for social media
- Assisted the Events Team with the planning and execution of over 50 events held at the SOFWERX facility

MARKETING INTERN

Three Brothers Wineries & Estates - Geneva, NY | May 2017 - August 2017

- Spearheaded digital and on-site marketing activities and events to increase customer engagement and repeat business
- Managed social media accounts
- Designed graphics and short videos for daily posting on social media

STREET TEAM MEMBER

The Syndicate - Tampa, FL | January 2016 - May 2017

- Educated the public through word of mouth, hand-to-hand and guerrilla marketing
- Created thorough reports for each campaign
- Practiced efficient time management in order to meet set goals and deadlines

TELLER

Bank of the Finger Lakes - Geneva, NY | May 2016 - January 2017

EDUCATION

BACHELOR OF SCIENCE

MAJOR IN MARKETING, MINOR IN GRAPHIC DESIGN

University of Tampa | 2015 - May 2019

ADVANCED REGENTS DIPLOMA, CLASS VICE PRESIDENT

Midlakes High School | Class of 2015

ACTIVITIES

PRESIDENT & CO-FOUNDER

University of Tampa Business Forum Club | March 2017 - Present

MEDIA PLANNER

22squared Mobilize Case Competition | 2019