

erimurphy DESIGNS

CONTACT

erin@erinmurphydesigns.com
erinmurphydesigns.com
610.246.7299

ABOUT

Award winning Marketing Director, Designer and Photographer with an emphasis in the wellness industry. Able to execute under tight deadlines and manage multi-platform campaigns that balance story and objective. Capable of creating and maintaining distinctive and effective brands across images and video.

EDUCATION

Bachelor of Fine Arts in
Graphic & Interactive Design
West Chester University 2014

KNOWLEDGE

Adobe Creative Suite
Mirrorless Photography/Videography
Flash/Continuous Lighting
Mac & PC Platforms
Canva
Wix
Google Adwords/Business/Analytics
Microsoft/Google Office

CLIENTS

Paperstreet Coffee
Barbell Spin
goodr
CashApp
Fleo
Podium
WODlife
Goldenline
Arielle Loewen
James Sprague

WORK EXPERIENCE

Owner & Creative Director

Erin Murphy Designs
August 2014 – Present
Versatile Photographer and Videographer with a keen eye for capturing moments across a wide spectrum of genres. With a passion for storytelling through the lens, specializing in fitness, events, lifestyle & branding, product, weddings, boudoir, and more. Known for blending artistic vision with technical expertise, my goal is to deliver stunning imagery that resonates with clients and tells their unique stories. Whether it's the raw intensity of a CrossFit competition or the elegance of a wedding day.

Marketing & Social Media Director

Sweat Fitness
May 2015 – December 2022
Lead all marketing efforts from concept to completion. Create integrated campaigns across print and digital channels including: still and motion capture, website, digital ads, print collateral and email marketing. Coordinate multiple teams and vendors to execute special events.

Drive acquisition and conversion through Google Analytics, Google Adwords, SEO and paid social media.

Create effective paid and organic social media campaigns to grow both reach and conversion. Responsible for spearheading a comprehensive content calendar, including photography, video, copywriting, community engagement and AB testing.