



Contact

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About

Award winning Marketing Director, Designer and Photographer with 6 years of experience, with an emphasis in the wellness industry. Able to execute under tight deadlines and manage multi-platform campaigns that balance design and business objectives. Capable of creating and maintaining distinctive and effective brands across images and designs.

Education

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

Platform/Program Knowledge

Adobe Creative Suite
DSLR Photography
Flash & Continuous Light Photography
Video/Photo Editing
Capture One
HTML/CSS
Elementor & Wordpress
Wix
Google Adwords
Google Business
Google Analytics
Mac & PC Platforms
Microsoft/Google Office

Work Experience

Marketing & Social Media Director

Sweat Fitness
May 2015 – Present

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.

Owner & Creative Director

Erin Murphy Designs
August 2014 – Present

Assisting clients in industries such as: beauty, fitness, sales, modeling, entertainment and automotive with still and motion capture, web design, logo design, brand management, social media management, SEO and paid web advertising.

Graphic Designer

Terra Contracting
September 2014 – May 2015

Spearheaded all design needs across digital and print platforms including brand guidelines, website, print collateral, email communications and presentations.

Design Intern

Bradford Media Group
July 2011 - December 2012

Conceptualized and managed social media initiatives across large and small client business. Responsibilities included growing audiences, scheduling posts, designing on-brand marketing assets and creating compelling copy.