

MICHELLE MURPHY

(336) 905-9653

michelle.murphy186@gmail.com

michelle-murphy.com

EXPERIENCE

Higher Education

July 2021-Present

Brandeis International Business School

Senior Associate Director of Marketing & UX

- Develops and executes annual marketing plans focused on increasing brand awareness, generating and converting leads, event promotion, and engaging alumni and donors through print and digital communications including email and social media
- Manages department budget, advertising budget, and agencies responsible for running digital ad campaigns
- Designs creative and writes copy for print and digital campaigns and collateral including website content, search ads, display ads, brochures, donor reports, posters, and billboards
- Manages a team including web editors, an email specialist, and a designer who assist with maintaining the school's web platforms and developing visual and written assets
- Builds presentations and reports for the dean, donors, and the board of advisors
- Analyzes ad campaigns through Google Analytics and Slate CRM using UTM codes
- Implements strategies to optimize ad landing pages and increase conversions
- Researches and tests new marketing tactics for student recruitment
- Fields media requests and promotes faculty-generated content (media hits and research) through email, social media, and on the website
- Performs market research for new programs and initiatives

May 2022-Present

Adjunct Professor of Marketing

- Teaches graduate-level marketing field project course in which students learn to work with a client, conduct market research, perform competitive analyses, deliver surveys and analyze results, create personas, and develop marketing plans

November 2018-July 2021

Associate Director of Marketing & UX

- Develops new features for the school's website using Sketch, Adobe CC, HTML, and CSS
- Conducts user research and focus groups to test new programs, creative assets, and digital experiences before putting them into market
- Designed a new email template and executed A/B tests that helped increase unique clicks by 96%
- Created an advertising budget and strategy then hired an agency through an RFP process to develop and test new brand creative for a digital ad campaign that increased lead generation by 59%

August 2016-November 2018

User Experience Specialist

- Managed the school's website and associated digital platforms by developing content, ensuring accessibility compliance, and performing quality assurance
- Executed a two-year website redesign project including information architecture, wireframes, mockups, prototypes, user testing, front-end development, and SEO—led to a 45% increase in sessions, a 72% increase in pageviews, and a 12% decrease in bounce rate
- Constantly reviewed performance metrics and user journeys with Slate and Google Analytics to demonstrate ROI and drive actionable insights

Freelance

April 2015-Present

Small Businesses

Front-End Developer and Designer

- Designs, builds, and manages websites for small businesses and charities using Bootstrap and WordPress

- Creates and edits graphics and images for clients using Adobe CC

Graduate Program

July 2015-May 2016

Elon Interactive Media

Web Development and Design Student

- Designed high-fidelity, interactive interface prototypes using Sketch and InVision
- Built responsive websites with frameworks and by writing HTML and CSS from scratch
- Created infographics, typefaces, interface designs, videos, and motion graphics using Adobe CC
- Traveled Costa Rica with a small team of Interactive Media students and built a WordPress website for the Chamber of Tourism using original designs, photos, videos, and written content crafted on-site

Pharmaceutical Corporation

November 2014-July 2015

Merz North America

Channel Marketing Coordinator

- Managed design, approvals, and quality assurance for emails deployed by Merz brands
- Analyzed email metrics and reported insights that increased click-through rates
- Used Google Analytics to study website metrics and provide reports that proved the value of marketing initiatives
- Built a master content calendar to organize communications for all business units

Content Marketing Agency

October 2012-November 2014

Pace Communications

2013 Content Marketing Agency of the Year

Digital Content Manager on Walmart Account

- Worked on *Walmart World*: An internal program focused on achieving brand advocacy and retention of Walmart's 1.3 million associates in the U.S.
- Played an essential role in the planning, launch, and maintenance of Walmartworld.com
- Scheduled, uploaded, and performed quality assurance on new website content using Ektron CMS
- Ideated, planned, and effectuated digital-exclusive and print-based content across Walmartworld.com and Walmart's social media accounts
- Interpreted data and conducted extensive research to produce reports and present content strategy recommendations for the client

EDUCATION

M.A.

Elon University
Interactive Media

M.S.

Brandeis University
Digital Marketing and Design
Expected Graduation: 2024

B.S.B.A.

Appalachian State University: Walker College of Business
Double Major: Management and International Business
Minor: Spanish

Certificate

MIT Computer Science & Artificial Intelligence Laboratory
Human-Computer Interaction for User Experience Design

SKILLS

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|---------------------------------|------------------------------|--------------------------|
| • Digital Marketing/Advertising | • SEO/SEM | • InVision |
| • Web Accessibility | • Slate CRM | • Sketch |
| • Google AdWords | • Content Management Systems | • Adobe CC |
| • Google Analytics | • HTML, CSS, JavaScript | • Jira |
| • Email Marketing | • Bootstrap | • Asana |
| • Email Design/Development | • UX/UI | • Spanish (Intermediate) |