erin murphy DESIGN

GRAPHIC + INTERACTIVE DESIGN
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About

Designer and Marketing Director with 5 years of experience, with an emphasis in the wellness industry. Able to execute day to day work and manage multi-platform campaigns that balance design and business objectives. Capable of creating and maintaining distinctive and effective brands across all mediums.

Education

Bachelor of Fine Arts in
Graphic & Interactive Design
Minor in Art History
From West Chester University of Pennsylvania in May of 2014

Platform/Program Knowledge

Adobe Creative Suite
Mac & PC Platforms
DSLR Photography Capture
Microsoft/Google Office
HTML/CSS
Elementor & Wordpress
Wix

Work Experience

Sweat Fitness

Designer & Marketing Director
May 2015 – Present

Led all marketing needs from concept to completion for all 6 locations across Philadelphia. Created integrative marketing campaigns across print and digital channels including the website, digital ads, print collateral, email marketing and photography. Coordinate and execute special events used to drive lead acquisition.

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

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

Terra Contracting

Graphic Design Specialist
September 2014 – May 2015

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

Bradford Media Group

Graphic Design Intern
2011 & 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.