

# James Murray

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## Work Experience:

### Google, Inc

Apr 2020 - Present

GTM, Strategy and Operations Lead

Chicago, IL

- Designed and deployed the first display & video sales strategy based on customer business objectives, representing \$XXXM incremental revenue in 2020 and a \$XB 2021 opportunity.
- Led an initiative to quantify the impact of YouTube Ad brand suitability controls on underrepresented creators resulting in product changes and an estimated \$XXM annual ad revenue for these creators.
- Created and ran quarterly business reviews for each Americas sub-region (7) to track progress on key initiatives and share learnings across sales leadership.
- Partnered with an engineering team to create a sales-facing tool to highlight the largest client opportunities to drive key product OKRs and initiatives. After 2 quarters of usage, adoption metrics accelerated by 45% and depth metrics increased by 24%.

### Google, Inc

Jan 2019 - Mar 2020

Analytical Lead

Chicago, IL

- Grew client investment by ~\$57M annually through consultative data analytics, data driven marketing strategies, and challenging existing assumptions.
- Persuaded the CMO of the largest US Health Insurance company over 9 months to integrate their first party data with Google's data to accelerate our machine learning targeting and bidding models leading to a 16pp increase in client revenue.
- Developed a tool using first and third party data for Health Insurance advertisers to adjust local customer acquisition strategies real-time resulting in \$250M ARR for our clients.

### Google, Inc

Dec 2016 - Dec 2018

Digital Strategy Lead

Ann Arbor, MI

- Signed and executed on \$16M+ annualized incremental revenue on a book of business of \$40M by conducting market research, designing effective digital marketing strategies, and becoming a trusted business partner for my clients. Resulted in \$100M+ in revenue for my clients through Google channels.
  - Programmed a JavaScript based revenue projection model used nationwide for more accurate end-of-quarter attainment resulting in 1 FTE worth of time savings.
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## Personal Projects:

### Strumm - Guitar Instructor Aggregator

2019 - Present

- Book a local guitar instructor for beginners, hobbyists, and professionals
- Built with NuxtJS, TailwindCSS, MongoDB, and ExpressJS

### Stonks - Trading Bot

2020 - Present

- Leverage basic technical analysis to buy and sell stocks
- Built with Python, Fast API, SQLite, Semantic UI, and Alpaca Trade API

### Kastle - Home Automation App

2021 - Present

- Control, report, and automate WiFi enabled smart home devices by web or app
  - Built with Python, Flask API, SQLite, UIKit, SwiftUI, and various device APIs
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## Education:

### London Business School

London, UK

Masters of Science, Management –July 2016

GPA: 3.4/4.0

- Ranked #3 Masters in Management program globally by the Financial Times
- London Business School Santander Scholarship; Rotary International Scholarship

### University of Missouri-Kansas City

Kansas City, MO

Bachelor of Science in Accounting –May 2015

GPA: 3.8/4.0

- Magna Cum Laude
- President of 100+ Member Organization focused on SMB and Non-Profit Consulting.
- Senior Research Thesis: *Pay Attention to Me! The Role of Optimal Distinctiveness in Whistleblowing*