JOE MURPHY

**CORE SKILLS**

Project Management

Problem Solving

Business Operations

Brand Strategy

User Experience

Digital Marketing

Content Management

Business Development

Microsoft Office - Adobe Suite – JIRA

**EDUCATION**

Northwood University –

Marketing and Management

B.B.A.

248.231.7579

Jmurphy2591@gmail.com

Linkedin.com/in/  
joemurphy2591/

**CONTACT**

**EXPERIENCE**

**Latcha & Associates – Technical Project Manager**

**November 2018 to Present**

* Manage projects and develop project plans for an enterprise CRM web application for Audi of America by facilitating the definition of project scope, goals and deliverables by soliciting input from cross functional teams ranging from account stakeholders, creative, and data operations.
* Assign and oversee the daily tasks of technical personnel while ensuring all team members are actively working toward established milestones.
* Manage risks and escalate issues as needed and communicate project status to account stakeholders and technical implementation teams.
* Effectively communicate and collaborate with cross functional teams to define clear project scope and requirements.
* Lead all platform-based development projects from start to finish.
* Maintain the agile project management approach for all software development projects.
* Lead daily scrum meetings and bi-weekly sprint planning and review meetings.
* Lead risk management, anticipating and mitigating project schedule impacts through corrective actions with key stakeholders.
* Manage and appropriately escalate delivery impediments, risks, issues, and changes associated to the product development initiatives.
* Develop detailed action plans, timelines and documentation of tasks to meet target dates for the implementation of new site features.
* Intermediate understanding of Javascript, HTML, and CSS.
* Comprehension of the Software Development Life Cycle (SDLC).
* Resolve conflicts by demonstrating leadership and appropriate decision-making competencies.
* Use JIRA to manage and track all active and on-going projects.
* Maintain the product vision and road map, ensuring that solutions being developed achieve the vision and road map of the product.
* Knowledge of multiple functional areas, such as product management, marketing strategy, UI/UX, content management, client support, and business operations.

**JM**

**EXPERIENCE** CONTINUED

**GTB** (Formerly Team Detroit) **– Digital Content Project Manager**

**August 2016 to October 2018**

* Manage and implement content for Ford Motor Company’s Tier II Search Platform BuyFordNow.com
* Monitor project progress against the proposed plans including timelines, quality criteria and risk management.
* Meet with clients on a weekly basis to outline weekly targets for current, future, and on-going projects.
* Proactively identify and clarify issues with live projects and makes recommendations to resolve issues.
* Provide clarity for process and implementation strategy for the launch of new content.
* Managed and implemented over 60 vehicle compare pages.
* Effectively collaborate with cross-discipline teams such as creative, legal, and purchasing to develop and review content for all of BuyFordNow.com
* Work alongside technical team at Ford Direct to solve day-to-day problems and exercise good judgment not only in solving problems, but also in determining when to escalate issues within the organization

**OTHER BUSINESS EXPERIENCES**

10 Years Digital Marketing Experience

10 Years Graphic & Web Design Experience

Social Media Management Expertise

Brand Building

UI/UX Design Experience

**JM**