

Andrew Murphy

Business and Technical Consulting

Amurphy37@gmail.com | 216-513-9011 | LinkedIn: www.linkedin.com/in/b-andrew-murphy

Account Management | Business Development | Data Analytics | Data Management | Software Integration
Bilingual – Spanish | Sales | Marketing & Promotional Campaigns | E-commerce | Consumer Data & Behavior

EXPERIENCE

Iterable

Business Consultant

April – August 2019

- Simultaneously manage marketing and engineering teams of 20 clients to ensure seamless integration of tech stack to best engage their customer base.
- Utilize understanding of consumer behavior to create automated workflows based on client's marketing goals, consumer data and industry standards.
- Consult with engineers to achieve client's desired customer data schema and data flow into and out of Iterable
- Support desired integrations with the customer's mobile app or third-party applications.

SmartRecruiters

Implementation Consultant – Mid-Market/Enterprise

February 2018 – April 2019

- Simultaneously manage 15-25 implementations, consulting with new customers on Talent Acquisition process and strategy, career site options, hiring data insights, and best practices.
- Successfully managed and launched 48 new customers within first year.
- Partnered closely with two 4000+ and 2500+ employee enterprise organizations to configure account, train end users and support global launch of platform.

Customer Success Representative - SMB

February 2017 – January 2018

- Selected to assist in opening of second office location, ensuring consistency in culture and work ethic
- Renewed 87% of customers and grew book of business by 12%
- Manage 280+ accounts to ensure full value of the SAAS Platform for new and renewing customers utilizing best practices for driving adoption to new features.
- Drive referrals to 400+ third party recruiting partners by understanding pain points of current customers and establishing relationships and trust to offer possible solutions.
- Named top performer and led team with \$22,000 in closed add-on opportunities in Q2 2017

Sales Development Representative

March 2016 - January 2017

- Connect qualified leads to Account Executives. Ability to flex and achieve in fast paced, startup environment.

University of Michigan Athletics

Marketing Intern, Lead Marketing Intern

August 2012 - May 2015

- Utilize marketing metrics to organize email marketing and social media data into extensive spreadsheet for analytics.
- Create impact reports of marketing metrics for corporate sponsorships and present recommendations.
- Lead project for digital marketing campaign to increase game attendance.

EDUCATION

University of Michigan – Bachelor of Arts – Philosophy, Politics, Economics & Spanish

May 2015