



# Griffin McMurray

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## Profile

I am a results-driven professional with a strong background in marketing, business development, and data analysis. My expertise in leveraging data-driven insights and creative strategies enables me to drive growth and optimize performance across various industries. Passionate about utilizing technology to streamline processes and enhance decision-making, I strive to create a lasting impact by fostering strong relationships and delivering innovative solutions. As a highly adaptable and proactive individual, I am committed to achieving excellence and driving success in every endeavor.

## Work experience

01/2020 – present  
Woodland Hills, California

### Marketing Specialist Sr Farmers Insurance

- Manage territory-wide communications and promotions to support growth, and manage risk.
- Coordinate information distribution to agents and district managers for effective communication.
- Analyze promotional performance and identify improvement opportunities.
- Develop strategies and Excel trackers for key business initiatives.
- Utilize data-driven insights for decision-making and strategic planning.
- Streamline workflows using databases, macros, and Power Automate.
- Design Power BI reports and PowerPoint decks for data-driven decisions and strategy communication.

11/2010 – present  
Oak Park, California

### Owner Hypexchange LLC

- Manage customer transactions via direct web sales and online auctions for profitable sales.
- Optimize acquisition process with custom solutions and site monitors.
- Develop user-friendly websites, enhancing the customer journey from browsing to purchase.
- Leverage market trends and innovative technologies for capturing exclusive item interests.
- Drive profit growth and cater to a diverse customer base through strategic expansion.

01/2019 – 12/2019  
Calabasas, United States

### Marketing and Business Development Intern Farmers Insurance

- Fostered business growth by partnering with Farmers Insurance Agents and implementing innovative marketing strategies.
- Utilized data analysis and Excel tools to optimize agency performance and enable informed decisions.
- Managed social media to elevate brand awareness and engage the community.

## Education

2017 – 2019

### Bachelor of Science - BS (Business Administration) Pepperdine University

## Skills

Data Analysis & Visualization

Microsoft Office (Excel, PowerPoint, Word, Outlook)

Interpersonal & Communication Skills

Time Management & Attention to Detail

Project Management

Workflow Automation

Trend Forecasting & Market Research