

# Teresa Murphy

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## Summary

Experienced marketing professional with 9 years of experience

## Skills

ppc • brand management • sem • digital marketing • social media • customer segmentation • email marketing • market research

## Experience

**04/2023 - 10/2024**

**Marketing Associate** - Moore-Anderson

- Managed 9 marketing campaigns with 44% ROI
- Increased social media engagement by 21%

**05/2020 - 03/2021**

**Marketing Associate** - Estrada-Mueller

- Analyzed market trends and customer behavior
- Managed 15 marketing campaigns with 35% ROI
- Increased social media engagement by 56%

**04/2022 - 06/2024**

**Marketing Lead** - Barnes PLC

- Managed 3 marketing campaigns with 21% ROI
- Developed content strategy and marketing materials
- Analyzed market trends and customer behavior

**05/2018 - 11/2022**

**Marketing Specialist** - Clark-Allen

- Increased social media engagement by 65%
- Managed 8 marketing campaigns with 45% ROI
- Analyzed market trends and customer behavior

## Education

- Bachelor of Computer Science, Stuart, Leonard and Cook University (2013)
- Associate of Engineering, Avila, Schmidt and Miller University (2012)