



## **Murphy DeMeglio**

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Birthdate: April 28, 1993

Citizenship: Ireland & United States of America

## **Summary of Leadership Qualifications**

An innovative brand manager & coordinator who uses her background in psychology, advertising, brand program management, and graphic design to provide a unique perspective to help execute brand efforts flawlessly and with continuity. A self-motivated, team player, passionate about perfecting the trifecta of brand community, continuity, and accuracy on all projects.

## **Professional Experience**

### **Premier Agency**

#### **Brand Designer/ Project Manager**

##### **Brand Strategy & Program Development**

- plan surveys, design, and coordinate projects during life cycle phases of development from feasibility planning and design to implementation or construction completion.
- Establish all aspects of life cycle project development to assure the execution of project scope, cost estimates, budgets, project schedules, quality, procurement strategies, and resource allocations.
- Provide formal and informal status reports to district leadership, program managers, and stakeholders regarding assigned projects progress, issues, and trends.
- Prepare a Project Management Plan to include a project-specific budget and expenditure schedule. Control project milestones and budgets from planning through construction and initial operations.

### **Matchstic**

#### **Associate Brand Manager (contract)**

##### **Brand Development**

- Worked with multiple companies to discover and define the essence of brand identity, and how to communicate that essence and create a competitive advantage.
- Helped position brand to be relevant to their target audience. more relevant to their ideal audience by creating a distinct voice, consistent messaging, and a brand identity system.
- Analyzed market data in order to forecast future trends to aid in the creation of relevant multi-year campaigns.
- Used competitive positioning techniques to determine the most effective approach relative to translating brand equities to the marketplace.

## **Education and Certificates**

2015                      **University of Georgia**  
A.B.J., Advertising  
B.Sc., Psychology  
*Graduated cum laude*