

Joseph Murphy

740-319-4203 JOEMURPHY99@ICLOUD.COM
243 NORTHRIDGE RD. COLUMBUS, OHIO 43214

Personal Bio

Long time IT worker with a love for technology, marketing, social media, and computing.

Work Summary

CREATIVE DIRECTOR - VICTORY WELLNESS

Managed social media and video content. Created social media for daily postings. Increased social media following and clicks by 150%. Managed all staff for social best practices.

DIRECTOR OF SOCIAL MEDIA - GRANDVIEW AESTHETICS

Managed social media accounts and created social media for daily postings. Increased social media following and clicks by 200%.

REGIONAL WEB STRATEGIST - OHIO UNIVERSITY

Developed a social media strategy for the regional campuses of the university. Spearheaded move of 50,000 pages of content into a new content management system.

DIRECTOR OF DIGITAL STRATEGY- COLUMBUS COLONY HEALTHCARE

Helped company transition static website to CMS system, increasing usage by 250%. Developed marketing strategy for company to implement thus increasing residents by 100% in 1 year. Trained entire staff on social best practices.

CONSULTING ROLES

CONTENT CREATOR - JELLIES APP
SOCIAL MEDIA SPECIALIST - DINING FOR WOMEN
MARKETING ASSOCIATE - MUSEUM HACK
WEB CONSULTANT - OHIO LIVING
REBRANDING CONSULTANT - SENIOR OPTIONS

Built over 1000+ Wordpress/Joomla/HTML Websites in 15 years.

SKILLS

Ad Budgets > 100K
SEO
Google Marketing Analytics
Digital Strategy
Facebook Ads
Google PPC
Twitter Ads
Snap Ads
Web content development
Copywriting
Corporate blogging Project management Layout design
Photo editing Market research
Facebook / Instagram Tik-Tok / LinkedIn / Others Multi Platform Ad Manager
Hootsuite/Loomly/Eclincher /Sprout Social

EDUCATION

BACHELOR FINE ARTS - OHIO UNIVERSITY

CERTIFICATIONS

Over 22 industry standard certifications from Google, Apple, Sun, Oracle, Bing, Facebook, Twitter & more.