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MARKETING MANAGER, CONTENT STRATEGIST

INSIGHTS | CREATIVITY | STRATEGY

Experienced and innovative marketing professional with practical experience in qualitative and quantitative research, communications, content strategy, and SEO in pursuit of a Content Strategist position. Possess the ability and skill set to provide creative, innovative, and forward thinking leadership in a team environment. Natural aptitude for bringing teams together through stellar communication skills, clear direction, and common purpose to drive creative thoughts and content development. I am seeking to further my career with an organization that values innovation thinking and creativity.

EXPERIENCE

FREELANCE MARKETING COMMUNICATIONS AND STRATEGY CONSULTING

2008 – PRESENT

- Partner with clients to develop deep insights into customer behavior and needs.
- Develop marketing strategy and content for innovative music app startup.
- Leverage senior level creative abilities in the areas of both narrative and aesthetic design; able to not only build brands but also possess mastery over graphic design and layout.
- Collaborate with Creative Director to develop campaign strategies, narratives, and concepts to execute effective target market design solutions and meet client expectations.

TRAYER ENGINEERING CORPORATION, SAN FRANCISCO, CA

MARKETING MANAGER, 2011-2014

Trayer Engineering Corporation is a pioneer and global leader in the design and manufacture of maintenance-free vacuum switchgear for medium voltage distribution systems. Brought on as a contractor to revive a dated website, I was hired by the VP of Sales and Marketing to design, develop, and manage all internal and external marketing.

- Performed Audit of all technical and marketing content related to the design, production, and use of Trayer equipment. Reviewed all content for relevant themes, industry trends, and opportunity for further development.
- Through field experience, participant observation, analytics, sales trends, VOC surveys, and internal conversation, developed qualitative and quantitative analysis of product position and market perception. Results include the development and launch of a multi-channel content strategy for marketing to industry executives, engineers, and line-crew.
- Based largely on the value and strengths of the products as reported by customers, recast the

brand to incorporate both the perception of the customer and the business goals developed by leadership. Replaced the logo, slogan, and core creative in order to increase visibility in a homogeneous market.

- Began a formal discussion in the industry around the storm hardening of distribution equipment. Published an article in a prominent industry publication with five key characteristics serving as messages strategically linked to only Trayer equipment. Developed online and print materials designed to steer the market trend towards Trayer's core process.
- Managed trade show and representative events, including all logistics, messaging, and display. Attended key industry events, meeting with customers to discuss purchasing opportunities.
- Created PR and content distribution strategy with a segmented approach to increase visibility with customers, increase search engine traffic for short and long tail keywords, and establish expertise within the community.
- Managed the design, layout, and content direction for the website. Current website is tailored for brand recognition and increasing keyword trends, with a new architecture to follow as product categories become solidified.

THE OPTICAL SOCIETY (OSA), WASHINGTON, DC

ONLINE MARKETING MANAGER, 2005 - 2011

The Optical Society (OSA) is the leading international membership association for optics and photonics scientists, engineers, educators, and business leaders. My experiences began by managing OSA's primary website, four international conference websites, and six additional promotional and community web properties and ended as the first marketing manager to utilize SEO, social media, analytics, and ethnographic reports for marketing products and services.

- Evaluated the status and reported on opportunities for content development within OSA managed web properties. Sourced data from SEO reports, gap analysis, surveys, analytics, customer insights, and heat map studies.
- Devised and managed an organization wide website redesign and content taxonomy project that pulled content from all OSA websites and departments, tagging for technical area of focus and distributing to existing pages and new topical portals. Result allowed users to find content related to technical meetings and conferences, journal articles, press release, and topical networking groups related to their area of expertise on one page. Previously they would have had to visit up to six separate web properties to gather the same information.
- Developed and managed the social media and community interaction strategy for the organization. Paved the way by paying for PhD student members to attend conferences for free if they were willing to blog, tweet, and network at the event daily. Initial project success resulted in increased participation and membership from students, increased search engine visibility, and research points for further social media campaign development. Continued to refine and develop into a robust and useful tool for two way communication with customers and members.
- Worked with external designers in created a core, branded website design with page templates, style guides, and search engine friendly coding. Managed over 12 redesign projects on various OSA web properties.
- Led annual writing for the web workshops, training content stakeholders on best practices for content development. Strategy focused on usability, SEO, and common tone. Worked with staff daily on creating user friendly copy, serving as a final editor before posting live.
- Converted organization over to Google Analytics. Generated and distributed reports that inter-

- preted results to create a meaningful story about web performance rather than simply numbers.
- Created interest and excitement for SEO across the organization. Increased search engine visit trends by over 1200% with a 30% lowered bounce rate. Generated and distributed keyword lists to staff. Worked as a consultant on externally managed OSA websites, encouraging the use of best practices.

EDUCATION & TRAINING

Bachelor of Arts, Comparative Religious Studies, Charter Oak State College, New Britain, CT

Graduate Certificate, Marketing Strategy for Business Leaders, Cornell University, Ithaca, NY

NOTABLE ACCOMPLISHMENTS

- Invited as guest speaker at The Center for Association Leadership's (ASAE) Technology Conference, 2007, 2008, and 2009 (unable to attend 2009)
- Invited speaker at The Council of Engineering and Scientific Society Executives' (CESSE) Annual Meeting, 2008
- Invited author: "Is Facebook All It's Cracked Up To Be?", TechnoScope, August 2008
- Invited author: "Storm Hardened Switchgear: How to protect Electrical Equipment from Mother Nature", Electricity Today, October 2013
- Invited author: "What I Learned from a Six Month Spending Freeze", Lifehacker, January 2014