



Creative Portfolio

PAULEEN MUPRHY • 2023

Multi-industry marketing professional and business founder, I bring a blend of strategic thinking and entrepreneurial spirit to every table.



PAULEEN MURPHY

A Little About Me

I'm a marketing pro with over 12 years of experience in bringing brands to life.

My journey in the marketing world began with a strong focus on the events industry, working with renowned brands such as Amazon, Johnson & Johnson, Gap Inc., and celebrities like Shakira and Drake. In 2011, I launched my own events business, Pauleenanne Design, but found myself taking on marketing projects for small businesses in my spare time. Partnering with these small businesses to help them achieve their goals ignited a passion for marketing that drove me to found Politan in 2015.

Now I'm looking to immerse myself in a vibrant team setting where collaboration ignites creativity. My role at FraudFindr offered me a glimpse into the profound impact a team atmosphere can have on my day-to-day work. Ultimately, I hope to find a new home with an energized team who is passionate about the product or service they are working with!



Marketing Strategy

Developing a strong marketing strategy is essential for businesses looking to achieve their goals and succeed in today's competitive marketplace. With new clients, I'm ready to develop a customized marketing strategy that is tailored to their unique business needs and goals.

I start by getting an understanding of their market position, target audience, and competitive landscape. After that, I'll develop a customized marketing plan that aligns with their objectives and business goals. Once created, I work alongside any key players to execute the marketing strategy inside and out.



Brand Development

Whether my client's are launching a new venture, breathing life into an existing brand, or fine-tuning a matured identity, I work to develop strong, distinctive brand identities that capture my client's unique voice and values.

I collaborate with my clients and key stakeholders to create a consistent brand identity that resonates with their target audience and sets them apart from the competition with brand strategy, logo design, visual identity development, and brand messaging.



Graphic Design

I provide comprehensive graphic design to help businesses build strong, visually compelling brands.

From custom logos, marketing collateral, social media graphics, web design, and more, I work to ensure that every design element reflects my client's unique personality and resonates with their target audience.

Website Design & Strategy

Building a website is so much more than purchasing a domain and getting your phone number on page. Creating a compelling web experience involves strategy and development surrounding visuals, copy, and overall user experience.

Over the years, I have worked with vendor partners to create a visually stunning, user-friendly, and optimized website. Based on client needs, I create sitemaps, wireframes, and prototypes, as well as finalize copy, images, graphics, and video needed for the site.

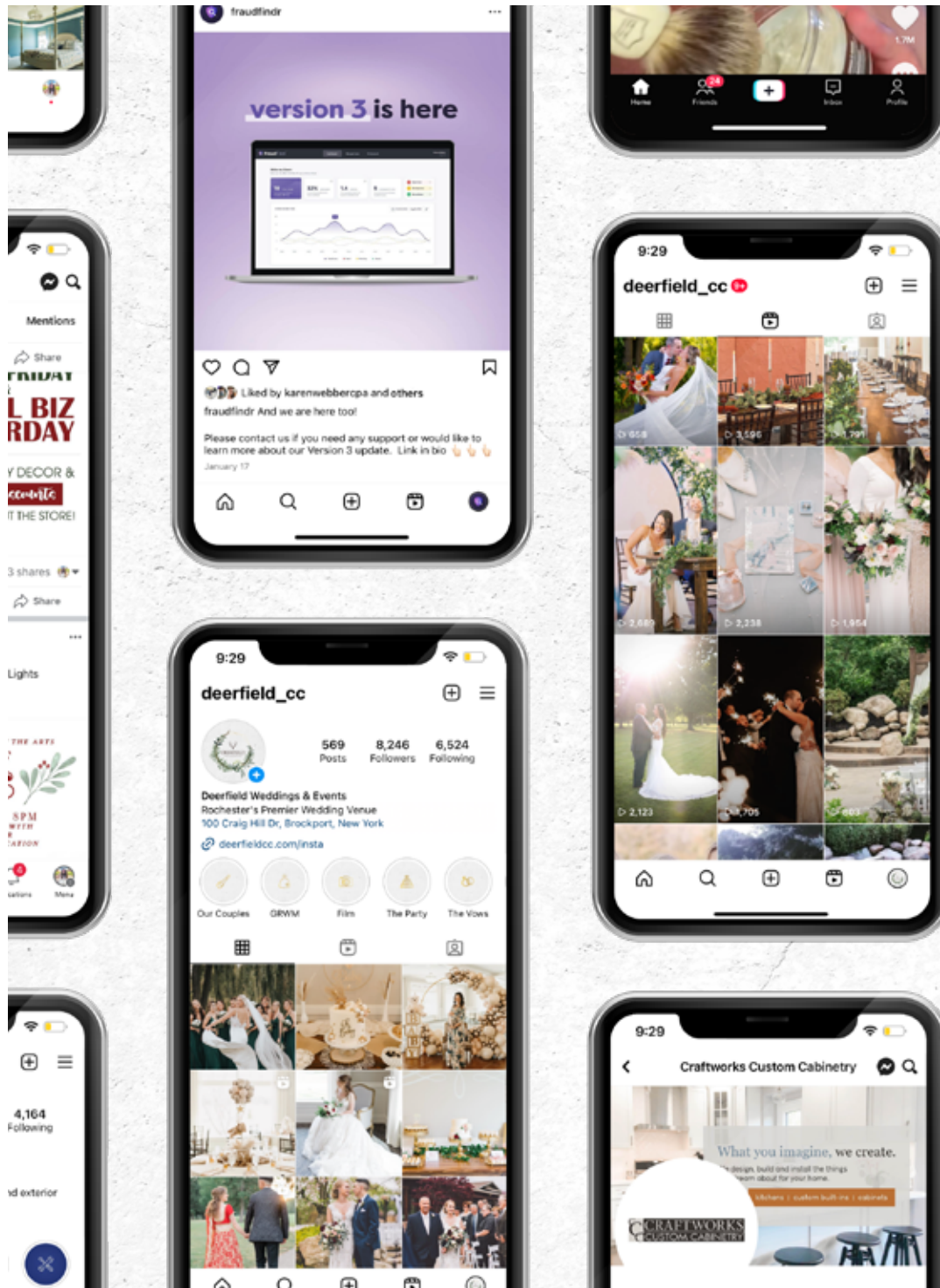


Brand Launch Management

Launching a new brand can be a complex and challenging process.

I work with multiple vendors and client stakeholders to manage all the moving pieces that go alongside a brand launch. These elements include branding, websites, client gifts, press announcements, and events.





Social Media Marketing

With over a decade of expertise in the ever-evolving landscape of social media marketing, I've honed the craft of creating impactful campaigns that not only captivate audiences but also drive business growth.

When I work with a new client I start with an in-depth audit of their current social landscape and audience behaviors. From there, I develop a tailored strategy that could span from compelling content creation and robust community management to targeted social media ads.

Email Marketing

In today's business landscape, email marketing remains an invaluable tool and often overlooked opportunity for establishing and nurturing customer relationships.

My approach crafts an email marketing roadmap tailored to my client's unique business objectives. From strategy formulation and eye-catching design to copywriting and list optimization, I work through each step in order to improve the success of each campaign, ensuring it meets marketing goals.

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Event Marketing

After spending over 10 years in the events world, I know a thing or two about creating unforgettable brand experiences that align with my client's brand objectives and resonate with their target audience.

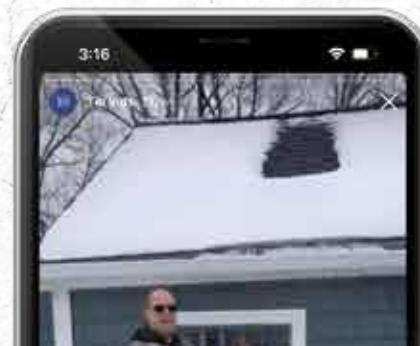
From conferences to product launches and annual meetings to trade shows, I have and can manage the planning, design, and day of execution of any event needs.

Video Marketing

Video has become essential to virtually every marketing strategy in order to properly build a story for today's audience.

From short-form social content to long-form educational videos, I can storyboard, script, film, edit, and distribute any of your video needs.

With my expertise in video marketing, I can help businesses create powerful and engaging videos that drive brand recognition, engagement, and loyalty.



Let's Connect

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