



Pauleen Murphy

Professional Summary

A dynamic and innovative marketing professional with over 11 years of experience. Skilled in developing and implementing successful marketing campaigns and compelling brand experiences. Expertise in digital marketing with a track record of leading cross-functional teams to achieve business goals.



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Major Accomplishments

- Strategized and developed dozens of visually impactful company logos and branding materials, resulting in a cohesive and recognizable brand identity across all platforms.
- Lead multiple clients through major marketing and process overalls including website re-designs, strategic sales systems, and streamlining customer journey.
- Managed multiple clients' online presence through website management, social media, and email marketing with notable results of 721% Instagram account growth, over 20 million TikTok influencer collaboration views, and email open rates of up to 381% above the industry average.
- Key architect in designing, implementing, and executing marketing, sales, and customer experience strategies for a technology startup.
- Planned and executed over 75 successful events with 95% satisfaction rate, while maintaining positive relationships with vendors, executing creative endeavors from instillation to graphic design, and project management pre event and day of event.

Professional Experience

FraudFindr • Marketing Consultant

ROCHESTER, NEW YORK • SEPTEMBER 2022 - PRESENT

- Pioneered company marketing strategy focusing on building initiative tools and subsequently meeting metrics for lead generation and lead nurturing.
- Developing and implementing customer journey workflow to ensure successful client acquisition and retention.
- Orchestrating the build of FraudMentr, a content marketing platform, through managing web development, content creation, and lead magnet construction.
- Designing and refining brand materials including decks, sales kits, email marketing, and social media content.

Deerfield Country Club • Marketing Consultant

ROCHESTER, NEW YORK • MARCH 2018 - PRESENT

- Headed company website redesign including sitemap creation, copywriting, art direction, development team management, and launch marketing.
- Creating a cohesive customer journey by building a client portal, planning documents, and email campaigns.
- Developing and implementing comprehensive branding for multiple company assets.
- Strategized and developed social media content, email marketing campaigns, and content advertising.

Rivent Partners • Marketing Consultant

ROCHESTER, NEW YORK • OCTOBER 2022 - PRESENT

- Managed company launch through web development team management, social media marketing, email marketing, advertising coordination, and press outreach.
- Developed and polished company brand identity and collateral, including welcome packets, service one pagers, business cards, and letterhead.

Politan Marketing • Founder & Managing Director

ROCHESTER, NEW YORK • AUGUST 2015 - PRESENT

- Planning, creating, posting, and promoting social media content for a variety of platforms including Facebook, Instagram, and TikTok.
- Creating graphic design projects including logos, emails, direct mailers, promotional materials, and magazines.
- Developing growth and efficiency solutions including landing pages, up sell systems, and service support processes.
- Maintaining and updating website content including photo galleries, blog articles, and products or service showcase areas.
- Analyzing marketing data for further improvements in exposure, engagement, and lead generation.

Pauleenanne Design • Founder & Managing Director

ROCHESTER, NEW YORK • AUGUST 2015 - PRESENT

- Consulted with clients to determine objectives and requirements for event design and production of social parties, corporate events, and weddings.
- Led and motivated team of outside vendors and internal staff to exceed client expectations.
- Worked with clients to create signature event looks through graphic design and personalized props and décor.
- Maintained all advertising and marketing initiatives through social media, online advertising, and trade shows.

Education

St. John Fisher College

ROCHESTER, NEW YORK • GRADUATED MAY 2011

- Bachelor of Arts in English Writing
- Minors in Communications & Digital Technologies and Culture

Areas Of Expertise

GRAPHIC DESIGN

MARKETING STRATEGY

CONTENT MANAGEMENT

PROJECT MANAGEMENT

COPYWRITING

SOCIAL MEDIA MARKETING

EMAIL MARKETING

BUDGET MANAGEMENT

EVENT PLANNING

BRAND STRATEGY

VENDOR MANAGEMENT

SOCIAL MEDIA ADVERTISING

VIDEO PRODUCTION

DIGITAL MARKETING ANALYTICS

Tools & Software

ADOBE ILLUSTRATOR

ADOBE INDESIGN

WORDPRESS

FINAL CUT PRO

ADOBE LIGHTROOM

GOOGLE SUITE

CONTENT MANAGEMENT SYSTEMS

ADOBE ACROBAT

MAILCHIMP