

DANIEL J. MURPHY

{www.danielmurphy.ca}

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OBJECTIVE

To be a leader on a team striving towards a common goal.

SKILLS

Software

- Microsoft Office
- Adobe Creative Suite
- Wordpress CMS
- Project Management Software
- Email Marketing Systems

Web Marketing

- Web Usability
- Search Engine Optimization
- Web Analytics
- Google Adwords Certified Professional
- Email Marketing

Personal

- Effective team leader through years of managing client projects
- Motivated worker, New Media and eMarketing is my passion
- Strong interpersonal skills from years of being a leader on various projects as well as sports teams and working in public service

WORK EXPERIENCE

Feb 2008 - Present

Delta Hotels and Resorts (www.deltahotels.com)

Analyst, Web Design and Marketing

- I work on a team of 5 individuals reporting to the manager and director of Revenue and Online Distribution
- I manage the life-cycle of projects ensuring deadlines are met and budgets adhered to
- Areas of focus range from online marketing, search engine optimization, graphic design, and website development
- I conceptualize and implement search and display marketing strategies using Google Adwords as well as external relationships and analyze and track results
- I developed a pilot social media strategy and oversaw its production and implementation
- I manage the construction of mini-sites for hotel promotions, full websites for Delta's restaurant outlets, as well as optimizing deltahotels.com for web search using organic optimization techniques
- I support the marketing and PR departments with PHP and Wordpress driven websites as well as print materials

Jan 2008 - Present

Daniel Murphy Design (www.danielmurphy.ca)

Founder

- Full service marketing, web design, development and branding
- I maintain client relationships and manage goals and timelines
- I have developed and overseen marketing strategies, website development, usability testing as well as logo and branding development

EDUCATION

May 2008 University of Toronto
Honours Bachelors of Arts Degree
New Media/Anthropology

AWARDS

June 2008 Centennial College Integrated Media Student Award
Best Production, New Media

- Received this award for the Solomon R. Guggenheim Museum eTour
- Designed and constructed an online tour of selected works from the Guggenheim Museum in New York

REFERENCES

Available upon request.

INTERESTS

- I love music and have played gigs around the GTA
- I am an avid sports fan and have played for the U of T Scarborough hockey team, I also golf and play tennis as much as possible in the summer