

Griffin Murphy | Freelance SEO/Marketing Consultant

Location: Newtown

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Volunteer Summary

Since high school, I have found fulfillment in my many experiences with community service. I have also developed an appreciation and understanding of different communities, cultures, and systems through my education in anthropology. Additionally, my marketing and business background has given me the opportunity to understand how organizations promote themselves, what they offer, and what message they want to convey.

My volunteer experience is deep and involved. From orchestrating opportunities to go to events, to participating in different volunteering opportunities. I have performed work at soup kitchens in Philadelphia and Pittsburgh – performing tasks such as: serving food, preparing food, and cleaning the kitchen after serving. I have beautified areas that include: city blocks in Philadelphia, community gardens in Pittsburgh, and even the second floor of a Brewery outside of Pittsburgh which was later constructed into community hang out. As the president of the Travis Manion Foundation club in high school, and as a service liaison for the Alpha Phi Omega service fraternity, I helped members in engage in community service.

Skills

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|-----------------------------------|------------------------------------|----------------------------|
| - Microsoft Suite | - Google Suite | - Canva |
| - Audacity | - Wix | - Framer |
| - Keyword Research using Ahrefs | - Moz toolbar for website analysis | - Anthropological Analysis |
| - Mailchimp (LinkedIn Learning) | - HTML (LinkedIn Learning) | - CSS (LinkedIn Learning) |
| - Google Ads Search Certification | - Google Analytics Certification | - WordPress |
| - Google Ads Apps Certification | - JSON-LD | - DIVI |

Volunteer/Work Experience

February 2023 – Current

Global Shapers

Responsibilities:

- Involved in different community service events with other members of the Philadelphia Hub

December 2022 – Current

Accent Communications

Responsibilities:

- I help websites through improving their UI using WordPress and DIVI
- I contributed SEO expertise through keyword research, on-page SEO, off-page SEO, and technical SEO

January 2022 – Current

**Frank Murphy Books
Freelance Web Designer**

Responsibilities:

- I helped organize written and pictorial content for various landing pages throughout the website
- I created written content, title tags, and meta descriptions for various pages throughout the website

Achievements:

- Increased site sessions by 92%, unique visitors by 61%, and the average site duration per user by 76% over a four month period

January 2020 – May 2020

**Nakturnal
Intern**

Responsibilities:

- I researched and identified sales leads
- I located blogs and used the Moz toolbar to evaluate domain and homepage authority
- I performed keyword research using Ahrefs to find lucrative keywords for clients and potential clients
- I contributed to the creation of on-site SEO strategy for Pamela's Diner and Doyle & Doyle Retail Jewelers in Pittsburgh with strategic planning input and presentation construction

Achievements:

- Identified up to 100 sales leads per week
- Located and evaluated up to 35 blogs per week

February 2018 – September 2019

**East End Cooperative Ministry
Volunteer**

Responsibilities:

- I served food in an assembly line with others to EECM guests using teamwork and communication
- I prepared food before serving and cleaned the kitchen after serving
- I helped guests register for the EECM holiday gift-drive

September 2018 – December 2019

**Alpha Phi Omega (Service Fraternity)
Member and Service Liaison**

Responsibilities:

- As a service liaison, I set up and coordinated opportunities for members to go to service events with East End Cooperative Ministry
- I participated initiatives such as Garbage Olympics, which was a cleaning initiative that occurred in neighborhoods near the University of Pittsburgh campus, and I participated in other events

May 2016 – June 2017

**Travis Manion Foundation
Member**

Responsibilities:

- Member of the 2016 9/11 Heroes Run Community and promoted the run by handing out posters and flyers
- I met with the superintendent of my school district to help make the Travis Manion Foundation the charity of the school district for the 2016-2017 school year
- I founded a Travis Manion Foundation club at my high school where I served as the President of the club, and I helped set up and coordinate service events for members

Education

- **Bachelor of Arts in Anthropology**, University of Pittsburgh
- **Bachelor of Science in Marketing**, University of Pittsburgh
- **Certificate in Corporate and Community Relations**, University of Pittsburgh

References

Tomas Matza: Anthropology Professor at the University of Pittsburgh - tomas.matza@pitt.edu

Lindsay Crouse: Employment Development Specialist at the University of Pittsburgh - lnc13@pitt.edu

Kayla Stone: Marketing Relationship Manager at Responsival - kayla@responsival.com