

# Griffin Murphy

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## EDUCATION

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### University of Pittsburgh

Pittsburgh, PA

### College of Business Administration

May 2022

Bachelor of Science in Business Administration

Cumulative GPA: 3.35

Major: Marketing

### Dietrich School of Arts and Sciences

Bachelor of Arts

Major: Anthropology

## WORK EXPERIENCE

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### Accent Communications

Philadelphia, PA

Freelance Marketing/SEO Consultant

December 2022 – Current

- Helping organize website content to make the UI appealing to users through WordPress DIVI
- Optimizing pages for SEO through keyword research, on-page SEO, off-page SEO, and technical SEO

### Frank Murphy Books

Newtown, PA

Freelance Web Designer

January 2022 – Current

- Organizing written and pictorial content on various landing pages throughout the website
- Creating written content, title tags, and meta descriptions for pages which increased site sessions by 92%, unique visitors by 61%, and the average session duration for each user by 76% over a four-month period

### FOX Sports

Pittsburgh, PA

Marketing Collaborator

August 2021 – December 2021

- Performed Competitive Analysis on relevant competitors for the sports betting app, FOX Bet
- Assembled presentations that showed tagline formulation, the creation of betting incentives, and the formulation of potential business partnerships with other organizations
- Created app enhancement mockups using the platform Framer, which displayed incentives such as group betting, a betting education tab, and the inclusion of team/player highlights

### Nakturnal

Pittsburgh, PA

Intern

January 2020 – May 2020

- Researched and identified up to 100 sales leads per week
- Located up to 35 blogs a week using the Moz tool bar to assess domain and homepage authority
- Performed keyword research using Ahrefs to find lucrative keywords for clients and potential clients
- Contributed to the creation of SEO strategy for Pamela's Diner and Doyle & Doyle Retail Jewelers in Pittsburgh with strategic planning input and presentation construction

## ADDITIONAL EXPERIENCE AND ORGANIZATIONS

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### East End Cooperative Ministry (EECM)

Pittsburgh, PA

Volunteer

February 2018 – September 2019

- Served and prepared food in an assembly line with others to EECM guests using teamwork and communication

### Global Shapers (Member)

Philadelphia, PA

Member

March 2023 – Current

## SKILLS

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- JSON-LD (schema), Social Media Certification from HubSpot, Google Analytics Certification, Google Ads Search Certification, Google Ads Apps Certification, Google Suite, Canva, Anthropological Analysis, Ahrefs, WordPress, Moz toolbar used for website evaluation, Audacity, Wix, Framer
- Mailchimp, HTML, CSS, Salesforce (LinkedIn Learning)

