



# Gayle R Murphy

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Website/Video Portfolio: <http://www.gaylemurphy.com>

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## Career Summary:

I have spent the majority of my career in leadership and client facing roles, managing people, projects and processes in creative, digital technology and the traditional media sectors. My most recent positions have concentrated on digital content development and marketing communication initiatives where I have worked with a diverse group of clients in many vertical markets such as: education, finance, manufacturing and healthcare. The information and experiences I have acquired over the years provided me with a wealth of knowledge, which I believe will be useful in my future endeavors.

### **Freelancer Your Challenge is My Opportunity**

2013- 2019

#### **Director Digital Media /Project Manager**

#### **Corporate Disk Company**

October 2008 – December 2013

Initiated and managed the digital media department at Corporate Disk by negotiating the acquisition of a small digital media start-up Quickstream.tv and a creative team of five. These new services offered clients added value with the potential to increase revenue.

- Video production, post-production editing, script content development
- Streaming and encoding video for both on-demand and live
- Landing page design and/or micro sites with web hosting
- Interactive multimedia, graphic design and digital magazines
- SEO Metadata and Analytics reporting
- Vendor contract negotiation for CDN, video platforms and web hosting.

#### **Projects & Accomplishments:**

- A series of department specific videos and educational how to videos
- Website for Quickstream.tv and a new digital media section for Disk.com.
- Marketing strategy and plan which included; product market research, SWAT analysis, data
- 3D printing market feasibility report for a potential business plan
- Conceptual proposals for digital revenue generation such as: PPV (pay per view) video DVD to streaming format options, SAAS video platforms, e-commerce affiliate marketing website and HTML5 video integration for mobile apps

**Consultant and Strategist** to internal sales department and clients within the topic areas of:

- 1) Content development
- 2) Digital delivery
- 3) Digital product education

#### **Operations & Creative Director**

#### **Twelve Oaks Media & Quickstream.tv**

October 2004 – October 2008

Directed and managed business operations, creative projects and client services for a media start up. Staffing, project management, sales, creative consulting, client relations, payroll, HR, AR & AP. Brainstorm new concepts, research and strategize technology platforms to grow the business.

## **Accomplishments & Creative Projects**

- Successfully produced over 100 videos for Fortune 500 clients as well as many small to mid-size companies. This process included client discovery meetings, timeline and project workflow, research, script development, storyboards, video shoots, post production, sourcing and hiring talent or freelancers, scheduling and directing video shoots.
- Provided design consultation and delivery of 100's of website landing pages
- Business plan development for angel investors - venture capital and or acquisition.

## **Field Marketing /Brand Ambassador**

1996 -2003 – Part-Time Positions

- **The French Room, Le Mystere brand** (Premium Lingerie Products) Consumer Goods Retail Regional Sales Consultant\Brand Ambassador: In-store marketing, promotion and merchandising for full line of lingerie products sold in high end department stores.
- **National Cinema Network** (Pre-Roll On-Screen Theatre Advertising Entertainment) Provided quality control for promotional/advertising products in Chicago metro area.
- **Whitehall Robins Consumer Healthcare** (OTC pharmaceutical products) CPG Retail Sales Representative\Brand Ambassador-Chicago Metro: In-store marketing and POP displays for major brands like Advil, Robitussin, and Centrum etc.

## **Advertising Agency**

**Bernard Hodes Group** (Subsidiary of Omnicom Group)

1993 - 1994

**Account Supervisor Chicago Branch Office, Recruitment Advertising**

- Developed and maintained client relationships
- Managed clients recruitment advertising budgets
- Campaign planning and consulting with media proposals
- Creative strategy and implementation; media buys print, direct mail, radio and collateral.
- Supervised Acct. Managers and Acct. Coordinators

**BSA Advertising**

1990 - 1993

**Branch Manager Chicago, Recruitment Advertising**

- Maintain existing client relationships and cultivate new business
- Supervised local branch operations, sales, service and creative, reporting to HQ New York.
- Increased billable sales by 100% to one million annually

## **Personal Characteristics:**

- Driven by a self -motivated entrepreneurial spirit
- Excited about continually learning and adapting to new concepts and technologies.
- Passionate about creativity
- Thrive on collaboration and communication to get the job done
- Believe in personal core values of Integrity, Honor, Growth, Creativity, and Family

Familiarity with the following applications and concepts in the digital ecosystem:

HTML, CSS, XML, API, SaaS, DRM, CDN, CMS, website architecture, wireframes, analytics, mobile apps, cloud storage, SEO, SEM, codec, PPV, video, advertising, programmatic media, metrics, user experience, infographic, ROI, PPC, affiliate marketing, e-commerce, social media, lead generation, CRM, Mac & PC platforms, Microsoft, Adobe.