

# MARY KATE MURPHY

MARKETING / COMMUNICATIONS

## Summary

An up-and-coming creative mind in the marketing and advertising field with a passion for growing companies and preserving the environment. With a background in social media, copyediting, and promotional writing I am eager to help connect companies with their consumers in a meaningful sustainable way.



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## Skills

- Graphic design
- Google Ads
- Google Analytics
- Creative problem solving
- Campaign planning
- Event planning
- Customer service

## Education

### MARKETING COMMUNICATIONS/ ADVERTISING

Endicott College  
2020-2024

### SECONDARY SCHOOL

Concord-Carlisle Regional High School  
2016-2020

## Extra circulars

### NSAC

2023- Integrated marketing campaign for  
Indeed.com

### Endicott varsity volleyball

2020-2022

## Experience

### SOCIAL MEDIA/ MARKETING INTERN

Pigeon Cove Ferments  
2023

- Attended and planned marketing events
- Audience research
- Photography for social platforms
- Research on competition and curated ways to compete with similar companies

### SOCIAL MEDIA/ PROMOTIONAL WRITING INTERN

BA Iced Coffee  
2023

- Blog writing
- Social listening
- Instagram graphics

### MARKETING / ANALYTICS INTERN

SHP Financial  
2022

- Database administration and website design
- Event planning
- B2B and B2C marketing experience

### RESIDENT ASSISTANT

Endicott College  
2022-2024

- Mediation
- Management